35 Cents

30TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

JANUARY 9, 1961

N.Y. prestige as production center gets boost with CBS-TV's building plans 27

DuPont planning for 1960-61 season may bring about program changes 28

Metrecal sells lower weight with a low, low pressure tv sales message 30

There may be changes made at the FCC—if Congress gives green light 42

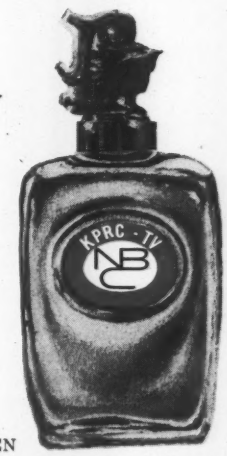
COMPLETE INDEX PAGE 7

Makes you feel like a king every day!

KPRC-TV

HOUSTON, TEXAS

the best faces watch KPRC-TV Channel 2



Courtesy of KING'S MEN

Fresh up yourself and your day with KPRC-TV–known everywhere as the world's finest television. It's a habit you'll enjoy.

KPRC-TV IS REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

IN '61 LOCK UP

New York's Most Important Markets!

WADO

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IS YOUR KEY TO 3 GREAT CULTURAL GROUPS in N. Y.*

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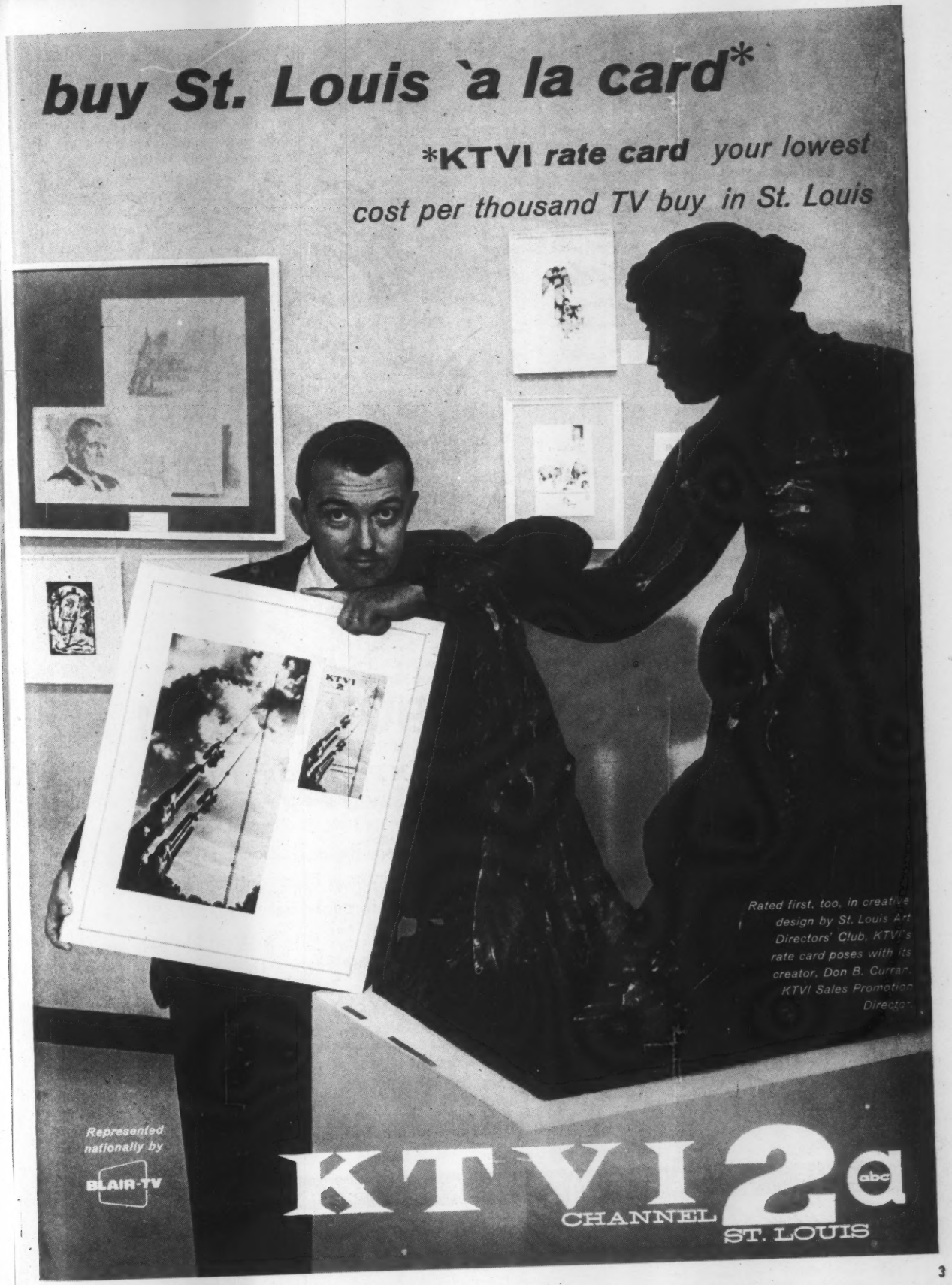
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cost per thousand TV buy in St. Louis
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ST. LOUIS

" YOUR BEST BUY FOR '61

. . . . . CHANNEL FOUR IN THE DALLAS-FT. WORTH MARKET

The November 20, 1960, Nielsen Station Index shows KRLD-TV's average of Homes Reached from 6 a.m. to Midnight, Sunday through Saturday, **37.6%** greater than Station B, **43.3%** greater than Station C and **164.6%** greater than Station D.

Reach the Dallas-Ft. Worth Market EFFECTIVELY with Channel 4

KRLD-TV represented nationally by the Branham Company

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT®

Pay-TV outlook

With approval of RKO General-Zenith pay tv experiment in Hartford imminent (probably within next couple of weeks since deadline on pleadings was Dec. 30) thought is being given at FCC to kind of limitations that *might* be placed on pay tv if service eventually is authorized. There has been no formal consideration and there can't be until tests on RKO General's ch. 18 WHCT (TV) prove feasibility of system.

But here are some of thoughts being brainstormed by FCC members: (1) Limit all pay tv operations to uhf where room for competitive service is available; (2) bar all advertising on pay tv, just as it is barred on police, citizens radio, industrial and other non-broadcast band services; (3) bar "free" tv broadcasters from engaging in pay tv operations (and vice versa) as means of preventing monopoly in same markets.

Power to daytimers

There's good news for 267 daytimers operating on Mexican clear channels. They'll soon be able to seek power boost from present 1 kw limit to 5 kw. Mexico last week notified State Department (and FCC) that standard broadcasting agreement, ratified by our Senate last February, had been approved by Mexican President. Formal exchange of ratification instruments expected in next fortnight, after which FCC will modify rules opening way for power boosts.

Unclear clears

FCC again has deferred consideration of 15-year-old clear-channel case, probably for several weeks, to enable engineering staff to come up with "new ideas." FCC has been deadlocked for several weeks (with Commissioner King not voting) on two proposals—one to duplicate 12 of 24 clears, and other providing for selective breakdown of all 24 clears. What are new ideas? So far engineers haven't evolved them.

Oversight again—Rating next?

It won't be called Legislative Oversight Subcommittee, but odds are 10-1 in favor of new unit to ride herd on independent agencies during 87th Congress. New Commerce subcommittee will be smaller than 9-man Oversight body (maybe 5) and probably will again be chaired by Rep. Oren Harris (D-Ark.). Rep. Harris, also chairman of parent committee, met last Wednesday with Speaker Rayburn to develop strategy, with mild floor fight expected, because it will have permanent staff and appropriation. High on investigatory agenda will be airing of charge that program ratings have caused downgrading in radio-tv quality.

Genesis' exodus?

Some network officials are quietly pointing up importance of unions in future planning for additional live programming originations in New York. For example, CBS-TV is relating its estimated cost of newly-proposed studio facility (see story, page 27) to live tv's operating cost. Thus, unions are involved as to "whether or not they wish to maintain and advance live tv in New York" as one network official expresses it.

Ordinarily so-so statement, official's remark takes on significance because of its timing. It comes on eve of several negotiations: ABC-TV and NBC-TV with NABET today (Jan. 9); CBS-TV with IBEW (Jan. 16); all three networks with Local 1 of IATSE next month, and still pending network-Directors Guild of America negotiations.

Bottleneck breaker

Plan to break bottleneck at FCC submitted last week to Chairman Magnuson of Senate Commerce Committee, would create office of administrator who would handle all non-contested matters which constitute about 80% of FCC's business. Leonard Marks, Washington attorney who served as treasurer of Lyndon B. Johnson campaign, both for presidential nomination and for vice presidency, suggested legislation that would interpose administrator between staff and FCC. Only matters requiring policy judgments would reach FCC. Proposal comes in wake of Landis Report which was highly critical of log-jams at administrative agencies and failure to delegate non-policy matters.

New money for radio?

Mutual is seeking to lure new type of advertisers—those in heavy industry which supply parts for consumer products and/or those which are making at least some products for consumer markets as part of diversification moves. Mutual's theory is these companies, which advertise largely in business publications, can benefit by "semi-institutional" radio campaigns containing some elements of "hard-sell." Network is concentrating on group of such companies in Midwest and hopes to make some sales announcements shortly.

Consultants for life

Unique transaction involving sale of two Iowa radio stations whereby husband-wife owners, in addition to net purchase price of approximately $400,000, will also receive consulting fee for life of $10,000 annually, was consummated last week, subject to customary FCC approval. KBUR Burlington (250 w, 1490 kc) and KMCD Fairfield (250 w-D, 1570 kc) both ABC affiliates, owned by Mr. and Mrs. G. B. McDermott, age 63 and 60 respectively were sold to group headed by Jack Harris, newspaper publisher and owner of KIUL Garden City, Kan., and minority owner in KTVH (TV) Hutchinson-Wichita (5.25%) who acquires 56%.

Overall deal is for $450,000 for two stations, plus cash but minus obligations, or net of approximately $400,000. McDermotts will be paid $20,000 per year in instalments on purchase price, plus $10,000 consulting fee as long as either survives. Minority purchasers include Virginia Harris Rayl, niece of Mr. Harris, 16%; Bob Wells, manager KIUL, 8%; David Steinle, manager KBUR, 3%; William Hensen, manager KMCD, 7%, and Peter McDonald, 10%.

Pension plans 'must'

Pension and welfare funds seem to be becoming "must" for broadcast unions. Latest to seek p & w reported to be NABET for its members at ABC. NABET opens negotiations with NBC and ABC today (Jan. 9) in Cincinnati (see story, page 63). NABET members at NBC already covered under RCA pension plan. Screen Actors Guild won p & w for its members in recently-concluded negotiations and early last year Writers Guild of America pact extended coverage to members employed in live tv, radio and documentary films.

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GEARED TO A GREATER DETROIT

President-elect John F. Kennedy and Michigan's new governor, John B. Swainson, interviewed by Dr. Dempsey of WJBK-TV.

Whether it's bringing a Detroit Lions football game from California, a Detroit Tiger baseball game from Briggs Stadium, or rousing an apathetic citizenry to public concern about Civil Defense, WJBK-TV gears its programming to the interests and needs of a greater Detroit and a greater Michigan.

Typical example: Channel 2's Community Projects activities, headed by Dr. John T. Dempsey, News and Public Affairs Director for WJBK-TV and Radio. Known to us and recognized by the community as one of the most highly qualified men in television, Dr. Dempsey is an associate professor at the University of Michigan where he earned his doctorate in political science. Both he and station management continually query hundreds of Detroit leaders to determine what subjects most need airing in the interest of a better community. Result: such timely discussions and documentaries as "Detroit's Daily Dilemma" (traffic); "The Human Side of Politics"; "Detroit's Survival" (civil defense); and "The Michigan Farmer", all presented by limelight personalities on WJBK-TV's Press Conference, Detroit Speaks and Project 2 programs.

This timely localized approach, plus continuing effort in all areas of public service, have come to be expected of WJBK-TV. Providing such service is far more than an assignment or obligation. It is our pride and pleasure to take this active part in the life of the big busy 5th market we serve, where month after month in ARB and Nielsen Channel 2 is audience leader.

DETROIT'S Nº 1 STATION

WJBK-TV

a Storer Station

CHANNEL 2 CBS

NATIONAL REPRESENTATIVE: **THE KATZ AGENCY**

WEEK IN BRIEF

The battle between New York and Hollywood to dominate television production has tended to favor the West Coast center in recent years. But things are looking up in New York as CBS prepares to spend $10 million on its facilities there. ABC has an expansion project in the planning stage. See . . .

TV PRODUCTION TURNS EAST? ... 27

An industrial giant, duPont, is going over its advertising program for next season. This $7 million tv advertiser is working on some new ideas. Another chemical major, Dow, also is considering some changes. See . . .

DUPONT MAY REVAMP TV ... 28

The slimming-down fad has been stimulated by the spectacular appeal of Metrecal, promoted on an ABC-TV series by commercials of the semi-institutional type. This confounds the advocates of hard-selling copy. See . . .

METRECAL'S EASY APPROACH ... 30

A new look at the FCC seems in store when the Kennedy administration takes over Jan. 20. Expansion of membership to nine is considered, with more power for the chairman. But all these must clear Congress. Incidentally, there are some objections to the recent Landis report. See . . .

THERE'LL BE SOME CHANGES ... 42

The equal-time clause of the communications act, Sec. 315, is in for considerable attention during the new session of Congress, judging by developments last week. Committees explore the experiences of past election campaigns. See . . .

THE FUTURE OF SEC. 315 ... 48

The confusion in radio programming has offered an opportunity to an aggressive promoter, Peter Frank, who now has over 300 subscribers to "The Big Sound." His $500 investment five years ago has blossomed into a multi-million dollar production operation. See . . .

MAKING MILLIONS IN RADIO ... 70

The widely publicized House Oversight Subcommittee has finished its probing and has filed a final report. This recommends a permanent subcommittee to check up on the operations of federal administrative agencies. See . . .

FINAL OVERSIGHT REPORT ... 58

The air has cleared in talent contract negotiations, but there's another controversy. IATSE, stage union, and other craft groups, are now involved in negotiations with producers of theatrical and television films. See . . .

CRAFT LABOR TALKS BEGIN ... 66

What advertising medium is growing fastest? Spot tv, according to a study by Edward Petry & Co. It finds this medium is expanding twice as fast as any of the other major elements in the advertising field. See . . .

SPOT TV IS SURGING ... 34

The No. 1 advocate of color tv, Gen. David Sarnoff of RCA, gets pledges that 50,000 color sets will be sold in the current four-month period. He says there's money in color now and predicts global color by 1964. See . . .

PROFIT IN SELLING COLOR ... 76

The FCC asked for ideas on vhf dropins and it got them—over 150 comments. When deadline came for filing of replies to its "interim policy" proposal to tuck in new vhf stations in major markets, the industry responded in depth. Mostly the replies dealt with specific areas. See . . .

GETTING DOWN TO VHF CASES ... 46

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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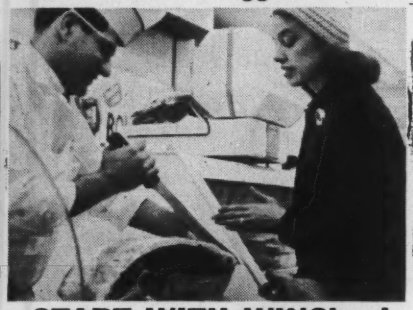
IF YOUR CLIENT IS THINKING OF SELLING FOOD IN NEW YORK

(and he should be; it's the biggest market in the U.S.)

START WHERE THE SELLING IS EASY

(easier because the N.Y. market is bigger than the next 3 combined)

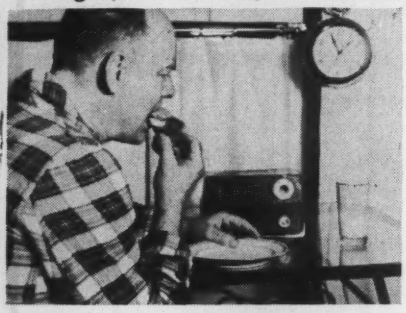


START WITH WINSland

(the proven path for reaching these people)

WHERE THE MARKET IS HAPPILY HOMOGENEOUS

(all ages, all interests, all incomes)



No matter what walk of life they come from, WINSLANDERS have one thing in common. They **all** like to eat. They spend over six billion dollars a year on food. Almost every minute of the day and night, WINS is the station in New York. MEDIA MORAL: If **you** sell something good to eat, sell it on WINS, the station that has the eager eaters.

For complete information call: WINS JUdson 2-7000

1010 WINS NEW YORK

Nationally Represented by The Katz Agency

Watchdog group plans hearings on election

Senate Watchdog Subcommittee Friday decided to hold week of hearings between Inauguration (Jan. 20) and end of month in its investigation of broadcaster coverage of election campaign.

Still to be determined, Chairman Ralph Yarborough (D-Tex.) said, are specific complaints to be aired and witnesses (including broadcasting industry people) to be called. Sen. Yarborough said staff will choose for hearings complaints that are "illustrative" of thousands received during committee's running investigation. (See story page 48).

He also announced subcommittee will publish complete record of all broadcast material dealing with presidential campaign, including "Great Debates" and all other radio and tv speeches, remarks, press conferences, etc., by Vice President Nixon and President-elect Kennedy, plus all 15-minute network newscasts during campaign. Also to be included are recorded remarks adlibbed by candidates and never before published.

Record, which Sen. Yarborough believes will be first of its kind, is expected to run to six or seven volumes and will be published without subcommittee comment. Sen. Yarborough said record will be invaluable to Congress, in deliberating future of Sec. 315, as well as to political scientists, historians, broadcasters themselves and general public.

King policy adopted

FCC Commissioner Charles H. King won six-month-long procedural campaign when FCC on Friday announced it no longer would review initial decisions to which no one has objected and which would become effective at end of specified period of time without commission decision. (CLOSED CIRCUIT, Dec. 19, 1960). Only exception, FCC said, is in cases where license revocation is involved. Purpose is to improve efficiency of commission, it said.

Seattle renewals cleared

FCC last week removed all restrictions on its Dec. 7, 1960, license renewals to KING-AM-FM-TV Seattle and KIRO-AM-FM-TV, that city (BROADCASTING, Dec. 14, 1960). Renewal was conditioned on disposal of minor trust in KIRO stations held by Pacific National Bank of Seattle. Majority of commissioners originally raised duopoly question insofar as Mrs. A. Scott Bullitt, majority owner of KING stations, is also on board of directors of that bank. Two weeks ago KING asked reconsideration of conditions of renewal (BROADCASTING, Jan. 2). Chairman Frederick W. Ford dissented to last week's action.

Live Olympics

1964 Olympics in Japan will be seen live in U. S. via tv space communication satellites. This is prediction of Dr. Hugh L. Dryden, assistant director of federal government's National Aeronautics & Space Administration. His bet is that active relay satellite system will be operating at 3,000-6,000 mile orbits by then with capability of one tv channel (4.5 mc). Dr. Dryden's estimate was made at White House when presidential policy favoring privately owned space communications systems was announced (AT DEADLINE, Jan. 2).

Management survey of FCC

Chicago-based consultant firm of Booz, Allen & Hamilton has been commissioned by Budget Bureau to make independent management survey of FCC, it was learned Friday (Jan. 6). Final contract will be signed shortly and such studies usually take three to six months, it was reported. Commission had asked for survey in effort to improve its efficiency (BROADCASTING, Dec. 5, 1960). BA&H also has Washington office from which survey will be conducted.

3M gift to tv center

For second time in little over year Minnesota Mining & Mfg. Co., St. Paul, parent company of Mutual Broadcasting System, will supplement Ford Foundation grant to National Educational Television & Radio Center with additional gift of its own. Non-commercial "network" will receive from 3M $250,000 worth of video-tape for use by new educational tv stations in addition to an almost $2 million contribution given center by Ford Foundation last month (BROADCASTING, Dec. 26, 1959). Previously 3M gave center $10,000 worth of vtr which accompanied earlier foundation grant of $2,706,000.

Sec. 315 deletion asked by Magnuson

Sen. Warren Magnuson (D-Wash.), Senate Commerce Committee chairman, on Friday introduced expected bill (S 204) to make permanent 1960 temporary suspension of Sec. 315 affecting presidential and vice presidential candidates (story page 48).

He told Senate last fall's "Great Debates," made possible by one-shot lifting of equal-time clause, should become fixture of national campaigns.

Scheduled for introduction today (Monday) is bill by Senate Majority Leader Mike Mansfield (D-Mont.) providing for government reimbursement to major parties (those receiving over 10% of vote) up to $1 million, and minor parties (those receiving between 1 and 10% of vote) up to $100,000, for radio-tv time bought in behalf of presidential candidates.

Sarnoff names three to executive vp posts

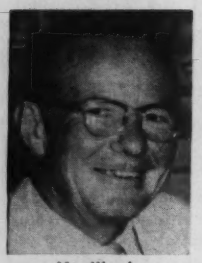
Election of William R. McAndrew, William K. McDaniel and Aaron Rubin to executive vice president posts at NBC and of Julian Goodman to vice president is being announced today (Jan. 9) by NBC Board Chairman Robert W. Sarnoff.

Mr. McAndrew has headed NBC News since 1954 and was named vice president in 1958. Mr. McDaniel has been vice president, NBC Radio network, since 1960 and earlier had been vice president in charge of sales for radio network. Mr. Rubin has served as vice president and treasurer of NBC since last May. They will continue to function in same areas as executive vice presidents. Mr. Goodman, director of news and public affairs for NBC since 1949, has been with NBC News since 1945.

Farm Bureau chides CBS

American Farm Bureau board of directors Friday castigated CBS for Nov. 25 "Harvest of Shame," Murrow-Friendly documentary on migratory labor. Farm Bureau called show "highly colored propaganda" containing "errors of fact and omission." Referring to it as "rigged documentary," Farm Bureau sent copies of resolution to CBS, FCC, Philip Morris and congressional committees.

WEEK'S HEADLINERS


Mr. Woods

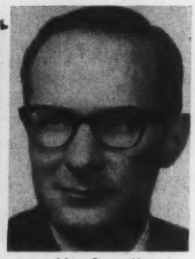
Mark Woods, onetime president of ABC, named vp and general manager of WSPB Sarasota, Fla. Appointment was announced by John Morgan Davis, lieutenant governor of Pennsylvania and chairman of Community Broadcasting Co., which owns WSPB and WALL Middletown, N. Y. Mr. Woods resigned from ABC 10 years ago to work in real estate, joining Don Boomhower Inc., Sarasota realty firm, in 1951. For past five years, he has been board chairman. Mr. Woods entered broadcasting in early 1920s as office manager of AT&T broadcast properties and later became vp and treasurer of NBC. At NBC he worked with Roger Clipp, one of WSPB's owners and now vp of Triangle Stations. When NBC's Red and Blue Networks were separated in 1941, Red Network became present NBC and Blue became wholly owned subsidiary of RCA with Mr. Woods as president. Blue was purchased in 1943 and reorganized as American Broadcasting Co. with Mr. Woods retaining his title. He later served as board vice chairman and was part-owner of ABC until it was bought by AB-PT, current owner. Mr. Woods resigned from that network in 1951 to enter real estate business. Mr. Woods was first president of Broadcast Pioneers.

Mr. Trenner

Harry Trenner appointed director of western sales development for RKO General Inc. Mr. Trenner, who will be based in Los Angeles, has responsibility for west coast sales development for all RKO General stations. He disposed of ownership interests in WFEC Miami, WRVM Rochester and WBNY Buffalo in order to take his new job. Previously, Mr. Trenner was vp in charge of sales for MBS and vp and partner in old William Weintraub agency.

Thomas Carroll, vp of Radio-T.V. Representatives Inc., N.Y., appointed to new post of executive vp, and **Fred L. Bernstein,** formerly vp in charge of sales at International Good Music & Heritage Stations Inc., N. Y., named vp

Mr. Bernstein


Mr. Carroll

in charge of new business. Mr. Carroll, who joined station representation company six years ago as sales executive, will head sales department in company's New York office. Mr. Bernstein's background includes positions of general manager at WTTM Trenton, N. J. (1948-1955) and WSAI Cincinnati (1955-59). Also announced: **Jack Garland,** formerly in sales at Devney-O'Connell Inc., N. Y., to account executive, and **Robert Horen,** who has been selling nationally for *Look* magazine in Chicago area, to sales executive in Chicago office.

Mr. Walters

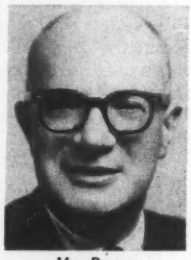
Mr. Kinney

Mr. Roberts

Charles R. Kinney, eastern sales manager, Peters, Griffin, Woodward (station rep), promoted to assistant vp and administrative assistant. At same time **William G. Walters,** New York account executive, made sales manager for east, while **W. Donald Roberts,** Chicago account executive, named sales manager for midwest territory. Mr. Walters, with firm for five years, formerly served four years on sales staff of WABD-TV New York. Both Mr. Kinney and Mr. Roberts have been with PGW for six years.

Mr. Lichtenstein

Irv Lichtenstein, general manager of WNTA Newark-New York, resigns to join Mutual in newly-created post of director of advertising, sales development and promotion. Mr. Lichtenstein's appointment was said to be part of MBS' plan to obtain more widespread use of network radio as advertising medium in 1961. Mr. Lichtenstein joined National Telefilm Assoc., parent company of WNTA, three years ago as promotion and merchandising director and last year was named to station post. Earlier he had been promotion and exploitation director for ABC Radio and vp for publicity, promotion and sales promotion for WWDC Washington.


Mr. Burns

John B. Burns, general sales manager of MGM-TV, elected vp in charge of tv sales for Metro-Goldwyn-Mayer Inc. Mr. Burns joined MGM-TV as director of national sales in 1959 after serving five years as vp and director of national sales for ABC Films Inc. He was appointed MGM-TV general sales manager in November, 1960.

Mr. Mulvey

William W. Mulvey, senior executive vp of Cunningham & Walsh, N. Y., resigned from agency staff last week because of "basic differences" over management policy. Mr. Mulvey was on Cunningham & Walsh executive committee, board of directors and chairman of management committee. He joined agency in 1953 and was supervisor of Texaco account from 1954 until his resignation. He formerly worked for Maxon Inc. and Kenyon & Eckhardt.

For other personnel changes of the week see FATES & FORTUNES

THERE'S NO MYSTERY ABOUT WHO'S

NO.1* IN NASHVILLE . . . WSIX·TV 8

located in the NATION'S 47th TV MARKET**

*** BOTH NIELSEN & ARB REPORT**

WSIX-TV rated Number One 6 to Midnight SEVEN DAYS A WEEK. TV-8 with 15 of top 16 Net shows; 20 of top 25 Net shows; leading other Nashville stations by 21% with minimum 8000 more homes in 6 to Midnight time periods. (Nov. 13 Nielsen 1960)

Again Number One in prime time. Top 5 Net shows, TV-8 has 3; top 10 Net shows, TV-8 with 7. In 6 to 10 P.M. Sunday thru Saturday, WSIX-TV again leads with 6,800 more total homes reached. (Nov. ARB 1960)

**** TELEVISION MAGAZINE DEC. 1960**

now credits NASHVILLE, TENNESSEE MARKET with 372,000 television homes. This makes NASHVILLE a greater market than New Orleans, Denver, Tulsa, Richmond, Tampa-St. Petersburg, Norfolk-Portsmouth and Jacksonville . . . to name just a few.

NOW . . . 2 VIDEO TAPE MACHINES

WSIX-TV uses two 1001-A Videotape Recorders with intersync, complete telechrome special effects generator with joystick positioner, Universal Zoomar lens with close-up and distant converters for maximum efficiency and high quality production.

abc WSIX TV 8 NASHVILLE

Represented Nationally by: PETERS, GRIFFIN, WOODWARD, Inc.

HOME OF THE GODS: RENT-$1 A YEAR

High on a beautiful hilltop over Cincinnati—silhouetted against the clouds... stands historic Mt. Olympus. It is the modern "home of the gods"... of learning and imagination and wisdom. It is the home of WCET Educational Television Station.

Mt. Olympus includes one of the world's largest and finest TV studios with a giant TV tower built by the Crosley Broadcasting Corporation at a cost of $500,000—but these telecasting facilities are now rented as a public service to WCET for only $1 a year.

the dynamic
WLW stations

WLW-T
Television
Cincinnati

WLW-A
Television
Atlanta

WLW-I
Television
Indianapolis

WLW-D
Television
Dayton

WLW-C
Television
Columbus

W
L
W

Radio

Crosley Broadcasting
Corporation a
division of *Avco*

WCET, which was the first Educational TV Station licensed in the U. S., is operated by the Greater Cincinnati TV Educational Foundation composed of 52 school systems, colleges, and universities. This year the educational programs of WCET are being viewed in 28,000 homes and in over 400 schools by thousands of students throughout the Cincinnati area.

So the Crosley Broadcasting Corporation considers it an honor to rent its half-million-dollar Mt. Olympus facilities to WCET for $1 a year. Our pride and our privilege.

What they see on WJAC-TV

THEY BUY!

If you're interested in sales results in the Johnstown-Altoona market, you should know about WJAC-TV! Happy sponsors say that WJAC-TV sells everything, from automobiles to zithers, and in large quantities, too.

And no wonder! Both ARB and Nielrate WJAC-TV tops, month after month. But more important than statistics are results. Statistics don't buy products . . . people do! And purchasing people watch WJAC-TV.

For Complete Details, Contact:

HARRINGTON, RIGHTER AND PARSONS, INC.

New York Boston Chicago Detroit
Atlanta Los Angeles San Francisco

SERVING MILLIONS FROM ATOP THE ALLEGHENIES
WJAC-TV
JOHNSTOWN · CHANNEL 6

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

JANUARY

Jan. 9 — **Eastern Regional Management Seminar,** sponsored by National Community Television Assn. Speakers: Frederick W. Ford, FCC chairman; Herbert Jacobs, Tv Stations Inc.; Hamilton Shea, WSVA-AM-TV Harrisonburg, Va.; E. Stratford Smith, NCTA counsel. William Dalton, new NCTA president, will preside. Hotel Shoreham, Washington, D. C.

Jan. 10—Joint reception and luncheon meeting of **Headliners' Club** and **Chicago Council of Foreign Relations.** Terrace Gardens, Morrison Hotel, Chicago. Guest speakers include CBS commentators Edward R. Murrow, Howard K. Smith and Alexander Kendrick.

Jan. 10—Deadline for entries for the **George Foster Peabody Radio & Television Awards.** The awards give recognition to programs, stations, networks and individuals. Categories for both radio and tv are: news, entertainment, education, youth or children's programs, promotion of international understanding and public service. Entry blanks and further information may be obtained from the Dean, Henry W. Grady School of Journalism, U of Georgia, Athens.

*Jan. 10—**American Marketing Assn.,** New York chapter, marketing workshop: survey design in marketing research. Robert Lindsey, director of research, BBDO, moderator. Speakers: Vernon A. Stromberg, Lever Bros.; Sim A. Kolliner, McGraw-Hill Publishing Co.; Jerome Greene, Alfred Politz Research Inc. Lever House auditorium, New York, 4-6 p.m.

*Jan. 10—**Radio & Television Executive Society's** timebuying and selling luncheon-seminar. Arthur Godfrey will talk about selling in the Sixties. Hawaiian Room, Hotel Lexington, New York. 12:15 p.m.

Jan. 11—**NAB Am Radio Committee** meets. Statler-Hilton Hotel, Washington.

*Jan. 11—**Western States Advertising Agencies Assn.** monthly dinner meeting at Nikabob Restaurant, Los Angeles. Panel discussion of the advertising agency's most pressing responsibility to the client will be presented by Hugh McKellar, director of advertising and sales, The Squirt Co.; Tom O'Connell, director of advertising, Title Insurance & Trust Co.; Richard J. Pearson, marketing director, Avery Label Co.; Robert Suttle, vice president, Arrowhead-Puritas Waters. Bob Lovett, vice president, Boylehart, Lovett & Dean, will be moderator.

Jan. 12-13—**NAB Radio Code Board** meeting at NAB headquarters, Washington. Board will review progress of code enforcement since last summer's shift from honor system to enforcement provisions with paid subscriptions.

Jan. 13—Annual banquet of **Federal Communications Bar Assn.** Featured speaker will be Gov. LeRoy Collins, NAB president-designate. Statler-Hilton Hotel, Washington.

Jan. 13—New York Chapter, **Academy of Television Arts & Sciences** "Close-Up" 1961 dinner. Grand Ballroom, Waldorf-Astoria Hotel.

*Jan. 13—**Television Bureau of Advertising** midwest showing of "The Progress of Discontent," presentation on advertising's economic significance. Prudential Plaza auditorium, continuously beginning at 9:25 a.m.

Jan. 13—**Chicago Executives Club** luncheon. Sherman Hotel, Chicago. Guest speakers: NBC commentators Chet Huntley and David Brinkley.

Jan. 16.—Comments due of **FCC** rulemaking which would relax multiple-ownership restrictions (exempting less than 5% holdings) for stockholders or corporations with 50 or less stockholders. Replies due Jan. 31.

Jan. 16—Comments due on **FCC** rulemaking which would prohibit the sale of a broadcast station, except in certain instances, where licensee has outlet less than three years. Reply comments due Jan. 26.

Jan. 17—**Radio & Television Executives Society's** timebuying and selling luncheon-seminar. Robert (Bucky) Buchanan, radio-tv group head of J. Walter Thompson, N. Y., is featured in a case history of Ford's broadcast use. Hawaiian Room, Hotel Lexington, New York, 12:15 p.m.

*Jan. 18—Hearing into **FCC** license revocation proceedings against KWK St. Louis to be held in that city.

Jan. 18—**Hollywood Ad Club** in-depth clinic on "Advertising's Responsibility to the Food Broker." D. V. Brown of Brown-Massie & Assoc. will chair the panel discussion. Hollywood Roosevelt Hotel, 11 a.m.-2 p.m.

Jan. 18—**North Carolina AP Broadcasters Assn.** Sir Walter Hotel, Raleigh, N. C.

Jan. 20-22—**Advertising Assn. of the West** mid-winter conference. Pioneer Hotel, Tucson, Ariz. James Proud, president of Advertising Federation of America, will report on plans for Feb. 1 meeting with members of Congress.

Jan. 21-22—Ninth annual **Retail Advertising Conference,** Palmer House, Chicago.

Jan. 23—**Hollywood Ad Club** luncheon meeting Hollywood Roosevelt Hotel. Dr. Sydney Roslow, director, The Pulse Inc., will discuss the latest developments in media research.

Jan. 23-24—**Oklahoma Broadcasters Assn.** Biltmore Hotel, Oklahoma City. Members of the Oklahoma Legislature will attend luncheon meeting at which FCC Commissioner John S. Cross will be featured speaker.

*Jan. 24—**Academy of Television Arts & Sciences,** Los Angeles Chapter, meeting on foreign films, with top pictures from England, France, Germany, Japan and Latin America being shown to demonstrate what our American product is up against in foreign markets. Beverly Hilton, Beverly Hills, Calif., 8 p.m.

Jan. 24—**Radio & Television Executives Society's** timebuying and selling luncheon-seminar. Harry Renfro, in charge of radio-tv at D'Arcy, St. Louis, talks about use of local programs and/or syndication as compared to spot announcements. Hawaiian Room, Hotel Lexington, New York, 12:15 p.m.

Jan. 24-26—**Georgia Radio & Television Institute,** sponsored by The Georgia Assn. of Broadcasters and Henry W. Grady School of Journalism, U. of Georgia, Athens. Maurice B. Mitchell, president of Encyclopedia Britannica Films Inc.; Arthur Hull Hayes, president of CBS Radio, Harold R. Krelstein, president, Plough Broadcasting Co.; Robert F. Hurleigh, president of MBS, and Norman E. (Pete) Cash, president of TvB, will be among the featured speakers.

Jan. 24-26—**South Carolina Broadcasters Assn.** annual winter convention. Tv and radio workshop sessions, conducted by William Colvin, director of member services, TvB, are planned. NAB Vice President Charles H. Tower will speak. A luncheon for legislators will be held Jan. 25. Rep. William Jennings Bryan Dorn will speak at the banquet that evening. Hotel Columbia, Columbia, S. C.

Jan. 27—**Educational Foundation of American Women in Radio & Television,** board of trustees meeting. Belmont Plaza Hotel, New York City.

Jan. 27-29—**American Women in Radio & Television,** board of directors meeting. Belmont Plaza Hotel, New York City.

Jan. 29-Feb. 3—**American Institute of Electrical Engineers** winter general meeting. Statler-Hilton Hotel, New York.

Jan. 30-Feb. 4—**National Retail Merchants Week** sponsored by 11,500 stores of National Retail Merchants Assn. with slogan, "Retailing Serves America."

*Jan. 31—**American Marketing Assn.,** New York chapter, marketing workshop: questionnaire design in marketing research.

NOW... from

filmaster

"THE BEACHCOMBER"

Starring

CAMERON MITCHELL

A most exotic South Sea Islands adventure series
for television—filmed on romantic locations

...for major regional
and multi-market
programming

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Nine Rockefeller Plaza, New York City 20
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707 Nicolet Avenue, Winter Park, Florida
MIdway 7-7011

A NEW PROGRAM RESOURCE

Sense of adventure...

Essential curiosity...

Willingness to explore...

Enjoyment...

...of peoples places things

Televenture Reports

For further information contact Art Foley—VP Sales and Promotion, Televenture Inc., 285 Madison Avenue, N.Y.C., MU 5-5357

Lever House auditorium, New York, 4 p.m.

FEBRUARY

Feb. 1—New deadline for comments on FCC proposal to revise annual financial report (Form 324) due from all broadcast stations, including condensed balance sheet, analysis of notes payable, a new income statement and a new breakdown of revenues. Docket 13,842.

Feb. 1—Deadline for entries in National Safety Council's non-competitive public interest awards to radio-tv and other public information media entries will be accepted for radio-tv stations and networks, advertisers, daily and weekly newspapers, national news services and syndicates, and labor organizations; consumer and trade magazines and outdoor advertising companies. NSC also will administer **Alfred P. Sloan Radio-Tv Awards for Highway Safety** from among recipients of council's public interest awards in radio-tv and advertiser categories. Two new awards of $1,000 each will be presented to producer and writer of radio or tv programs selected from Sloan Award winners. Official blanks may be obtained from the Council at 425 N. Michigan Ave., Chicago, Ill.

Feb. 1-3—**Winter Military Electronics** convention, sponsored by National Professional Group on Military Electronics and Los Angeles section, Institute of Radio Engineers. Biltmore Hotel, Los Angeles.

*Feb. 2—**Minnesota AP Broadcasters Assn.** Radisson Hotel, Minneapolis.

*Feb. 2-3—**NAB Television Code Review Board.** Beverly Hills Hotel, Hollywood.

*Feb. 4—**United Press International Broadcasters of Minnesota,** winter meeting. Leamington Hotel, Minneapolis.

Feb. 4—**Directors Guild of America,** annual awards dinner dance. Beverly Hilton, Beverly Hills, Calif. Presentation of awards for outstanding directorial achievement in theatrical motion pictures, live and film tv programs.

Feb. 5-6—**Texas Assn. of Broadcasters** spring convention. Commodore Perry Hotel, Austin.

Feb. 5-11—**1961 Advertising Week.**

*Feb. 6-10—**NAB Board of Directors** winter meeting. El Mirador Hotel, Palm Springs, Calif. Finance committees meet Feb 6; Distinguished Service Award, Membership and Convention Committees Feb. 7; Radio Board Feb. 8; Tv Board Feb. 9; Combined Boards Feb. 10.

Feb. 7—**International Broadcast Awards** banquet of Hollywood Ad Club. 8 p.m., Moulin Rouge, Hollywood. Awards for outstanding broadcast commercials in international competition will be presented.

Feb. 8—**Michigan Assn. of Broadcasters** annual legislative dinner honoring all members of the Michigan Legislature, Administrative Board and congressmen from that state; Feb. 9—MAB spring convention and business meeting. Jack Tar Hotel, Lansing, Mich.

Feb. 9-11—**Mutual Advertising Agency Network** initial meeting of 1961. Canterbury Hotel, San Francisco.

Advertising Federation of America 1961 Conventions

Jan. 27-29—Eastern inter-city conference of Women's Advertising Clubs. Warwick Hotel, Philadelphia.

Feb. 1—AFA annual mid-winter conference and congressional reception. Statler-Hilton Hotel, Washington, D.C.

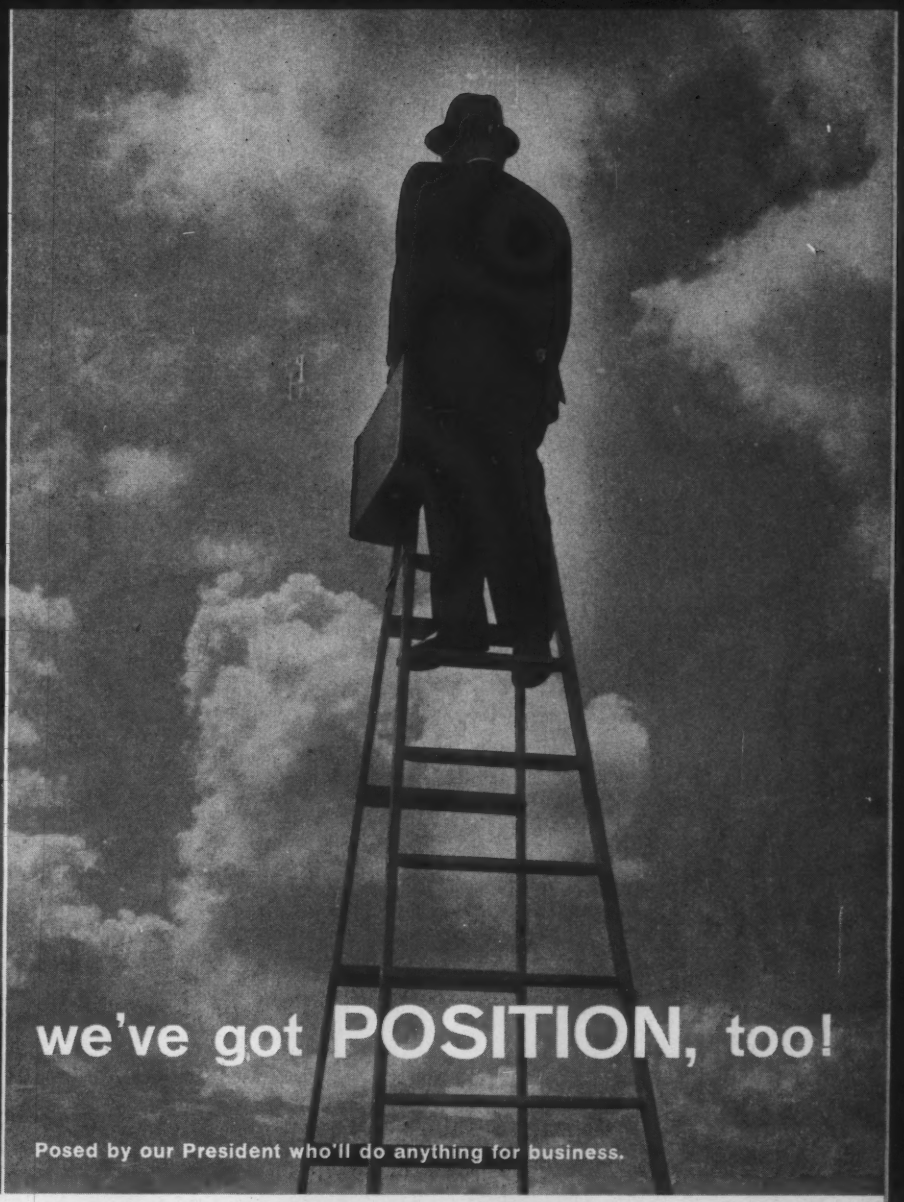
April 6-7—AFA 1st district convention. Sheraton-Biltmore Hotel, Providence, R. I.

April 13-16—AFA 4th district convention. Dupont Plaza Hotel, Miami.

April 21-22—AFA 9th district convention. Savery Hotel, Des Moines, Iowa.

May 27-31—AFA 5th annual convention. Sheraton Park Hotel, Washington, D. C.

There's more to McLendon Ebony Radio than specialized audience...



WENN	KOKY	KOKA	WOKJ
BIRMINGHAM	**LITTLE ROCK**	**SHREVEPORT**	**JACKSON**
No. 1 among 11 stations, latest General Audience Survey. Pulse, Oct., 1960 — Hooper, Sept.-Nov., 1960	No. 1 among 8 stations, latest General Audience Survey. Hooper, Sept.-Nov., 1960	No. 2 among 9 stations, latest General Audience Survey. Hooper, April-May, 1960	No. 1 among 6 stations, latest General Audience Survey. Pulse, May, 1960 — Hooper, Aug.-Oct., 1960

McLendon Ebony Radio... the Nation's highest rated Negro group

John McLendon, President and General Manager • Represented nationally by John E. Pearson Co.

The Longest Night of the Year

This was headquarters on judgment day. More than 68,000,000 Americans had taken part in the nation's largest and most important audience participation program. The returns were just starting to come in.

Nowhere had participation been more spirited than here in Central Ohio where WBNS-TV was born and raised. The record-high voter turn-out was a climax to the record interest in our coverage of the primaries, conventions, the four great debates and the major political rallies down to "the last hurrah."

On the issues closest to home, WBNS-TV took a strong editorial position. Through on-the-screen films and narrative, we supported bond issues for metropolitan parks, safer grade crossings, adequate sewage disposal and improved recreation facilities. Our advice did not go unheeded. Proponents of these measures give WBNS-TV credit for a major assist in their overwhelming passage.

This is gratifying proof WBNS-TV can sell good ideas as well as good merchandise to an alert, informed community. This advertising axiom bears repeating: *"If you want to be seen in Central Ohio — WBNS-TV."*

WBNS-TV

CBS TELEVISION IN COLUMBUS, OHIO

Affiliated with The Columbus Dispatch and WBNS Radio. Represented by Blair TV. 316 kw

What's this got to do with your time buy in this market? Just this: We've always felt advertisers on this station deserve expert technical handling of commercial material, on film, live or film in combination with local-live tags. That's why KJEO-TV. is famous in Central California for its engineering skills, top announcers, its overall campaign for an "Air Time Corporate Image"—and this means confidence your time buys on KJEO-TV get selling attention from experts.

our ratings? We've Got Them!

Check with your nearest H-R representative

our network affiliation? abc Of Course!

KJEO

CHANNEL 47

Fresno, California

OPEN MIKE ®

ATV in Canada

EDITOR: . . . your article on page 93 of the Dec. 5 issue . . . "United States, British interests buying part of CHAN-TV" . . . the last paragraph referring to Associated Television Ltd. is incorrect. . . .

Associated Television Ltd. of London, England, has the following interests in Canada: (1) Totally owns Canastel Broadcasting Corp. Ltd. (2) Owns 25% interest in CJCH Ltd., Halifax, N.S.

[ATV has] no other interests in Canada except those in CHAN [Vancouver, B.C.] which are subject to approval by Canadian Board of Broadcast Governors. Associated Television fully owns ITC of New York, who in turn owns ITC of Canada Itd., a Canadian subsidiary. We have no interest in CJSS Cornwall, CHOV Pembroke or CJON Ottawa.—*W. Jones, Associated Television Ltd., Ajax, Ont.*

Highlight of defense

EDITOR: . . . Your editorials in 1960, in my way of thinking, have been extremely well planned and are a highlight in the broadcasters' defense against the continuing inroads of government control and senseless interference. It is a shame that an industry as great and as powerful as ours cannot organize a united defense against these encroachments that have been so prevalent in 1960. . . . —*Jack Roth, General Manager, KONO San Antonio.*

Big brother is listening

EDITOR: After reading the "Big brother is closely monitoring you" article Dec. 19 (page 50) concerning the FCC's program monitoring, I couldn't help but think how easily the FCC's philosophy in issuing citations could be applied by the broadcaster; i.e., "When in doubt, don't broadcast it."

The first four points listed as "prime targets for the tape" for the most part would never have been executed had station management used discretion.—*Jack Gilbert, JMG Radio Programming Consultants, San Francisco.*

Appreciation

EDITOR: We compliment the television industry for the increase in the number of current worthwhile programs. The creative political coverage, the increase in serious educational features, the inclusion of more cultural programs and the continued availability of tv facilities to appropriate religious programs, is to us an indication that the industry is taking seriously its public service responsibility. We especially appreciate the continued efforts of NAB and the co-operating stations to maintain a code which eliminates many objectionable items, including the advertisement of hard liquor.

. . . We encourage continued efforts to decrease the featuring of crime, violence, sex and alcoholic beverages and to relegate such programs as are continued to other than prime viewing hours of children and youth.

Further . . . we feel free to set forth our hope that this influence may be used, even though it is in a commercial context, to help us Americans rise above our preoccupation with material things. . . . *Lewis E. Strite, President, Mennonite Broadcasts Inc., Harrisonburg, Va.*

Clarification

EDITOR: The item in BROADCASTING (AT DEADLINE, Dec. 19, 1960) is in error. I transferred only 50% of WJPB-TV and would appreciate correction. —*J. Patrick Beacom, President, WJPB-TV Fairmont, W. Va.*

[BROADCASTING, in translating FCC legalisms into layman's language, sometimes fails to make the translation crystal clear, in this case saying that an FCC examiner had approved transfer by Mr. Beacom of WJPB-TV to Thomas P. Johnson, George W. Eby and himself. What should have been said is that Mr. Beacom simply transferred 50% of WJPB-TV to Messrs. Johnson and Eby and retained the other 50%.]

Goodman has 'Money'

EDITOR: Thanks so much for the article you ran on page 42 of the Dec. 12 issue about our radio feature, *Your Money and You.* There was only one trouble. You left out the "who," the fact that we distribute the show. In fact, one fellow, Herb Levin of WMAJ State College, Pa., went to the trouble of phoning your magazine to find out who the distributor was. And so, let it be known to one and all that we, Harry S. Goodman Productions Inc., 19 East 53d St., New York City, are the distributor of Don Rogers' *Your Money and You.*—*Everett Goodman, Vice President, Harry S. Goodman Productions Inc., New York.*

Foreign missionary

EDITOR: Will you be kind enough to send the latest copies of your BROADCASTING Yearbook to the following people: Most Rev. Joseph B. Houlihan, D.D., P. O. Box 630, Eidoret, Kenya, British East Africa, and Most Rev. James Moynagh, D.D., Catholic Mission, Calabar, Nigeria, West Africa. Kindly send the books to the above mentioned Bishops and send the invoice for them to me . . .—*Most Rev. Fulton J. Sheen, Ph.D., D.D., National Director, Pontifical Mission Organizations, New York.*

[While they last, 1960 Yearbooks are available, $4 each.—THE EDITORS.]

HOURS AHEAD!

UPR174

B U L L E T I N

(VIENTIANE, LAOS /VYAN-TYAHN/, LAH-OHS)--A U-S EMBASSY OFFICIAL IN LAOS REPORTS THAT A SOVIET-BUILT TRANSPORT PLANE FIRED ON A U-S EMBASSY AIRCRAFT IN LAOS. THE OFFICIAL SAYS THE U-S PLANE WAS OBSERVING THE SOVIET TRANSPORT DROPPING SUPPLIES TO LAOTIAN LEFTIST TROOPS.

TP135A12/28CST

UPI was six hours and 41 minutes ahead of the second best effort on this news break.

For most of the country, it meant that the biggest story of the morning was heard only on UPI stations.

United Press International

A UPI MAN IS AT THE SCENE

MONDAY MEMO

from FREDERIC S. PAPERT, president, Papert, Koenig, Lois Inc., New York

Get rid of the corn borer by getting rid of the corn

It's easy enough to criticize the people who are responsible for television commercials, but there's one thing you've got to say for us: we know how to take a joke.

We've been the butts of some pretty mean gags for years now, and yet we never complain, we never explain. For that matter, we never change, either, which may account for the durability of some of the jokes. Take the *New Yorker* drawing of a group of scientists in the laboratory of a cigarette company. One shows his colleague a cigarette and says: "It's passed all the tests for coolness, kindness and freshness. Now if there was only some way we could keep it from tasting lousy."

The cartoon was published 30 years ago. It's held up pretty well, too. "Kindness" may be a bit creaky, but without "coolness," "mildness," "freshness," tax stamps and tobacco, you couldn't *recognize* a cigarette today.

Advertising talk, delivered with a straight face, was great stuff 30 years ago. It was even funny, say, five years ago. But like any joke told too many times, it's getting to be a bore. Yet we go right on with the same language. Funny in 1931, not so funny in 1961, when it's going to be dished out to the tune of $14 billion worth. *That* many cliches sets up quite a drone, and people who once laughed, then took to the faucets, then began nodding off, are now beginning to complain.

Wrong Phew ▪ So far we've managed to hold them off. When we're asked to answer for the really heinous crime of boring everyone half out of their wits, we dig up two other crimes and answer for *them.*

One is that we're exaggerating, distorting the facts, even (perish forbid) lying! As if (a) anybody was being fooled; or (b) anybody would prefer our amorphous, soporific truths to a whole-hearted, wide-awake lie. Nonetheless, we promise to mend our ways, police ourselves, throw the rascals out.

The second charge is that we're forcing people to buy things they don't need. Since we dreamed up the crime, it's easy for us to dream up the answer. We say yes, we're guilty, if forcing people to buy an extra Beethoven record (etc.) is a crime. Just the notion that advertising forces people to do anything, except maybe yawn loudly, at least proves that we haven't lost our sense of humor.

Anyway, the jokes about advertising talk go on, and so does the advertising talk. Can you imagine some of the words we put in announcers' mouths coming out of the mouths of acquaintances? A Y&R house ad tried to reconstruct the scene:

> First man (to friend at club): "Have a good lunch?"
> Second man: "Yes, indeed. . . . It was packed with delicious flavorsome goodness . . . and every bite was chock full of wholesome nourishment, too . . . including energy, minerals, vitamins, and protein . . . the food elements so vital to robust good health."

Boring In ▪ Do you see what I mean? Most of us are bores. Unmitigated, undiluted, uninterrupted bores! The G-Men say we're making our shaving cream too thick; we admit only to selling too many violins; and in the meanwhile the audience is being pushed to the edge of distraction. It isn't only our inane, isolated words, either. We think boring thoughts. We let them coagulate into boring slogans (Mort Sahl: "I don't see why Pepsi-Cola changed agencies. After all, the old agency came up with that great slogan . . . 'Drink Pepsi' ").

Assuming that it's not all a plot to lull the FTC's Mr. Kintner to sleep, we'd better do something before the vigilantes get us. Well, what *can* we do?

Two popular approaches won't work. The first is to try overpowering the cliches with production extravaganzas. But dull ideas are hard to cover. You can hire Steve Elliot or Irving Penn or Sam Goldwyn, you can use a dozen cameras and a cast of thousands, you can put opticals on top of opticals and you can shoot the whole thing in color. If the basic idea about the product is a bore, the commercial will be, too.

A second approach that won't work is to stick a bunch of typical viewers in a room, show them your commercials, measure their reactions and take comfort in the fact that they're awake when the lights go on. The catch is that next to being a traffic cop or a movie vamp, being a *judge* is just about everybody's idea of heaven. The typical viewer gets over-stimulated and suddenly he isn't typical any more. Nothing bores him. You could show him seven reels of academy leader and he'd still be wide-eyed. But let him look at those commercials on tv at home, after a few arguments with kids and a couple of beers, and he'll be sound asleep before you can say "Air-Cushioned Vibra-Tuned ride with a Clean Look of Action."

Boreproof ▪ One unpopular approach has a better chance. It's to give the writer and/or art director an opportunity to become genuinely enthusiastic about the product by getting to know all about it. If he's enthusiastic, and if he has a way with words and pictures (a talent worth cultivating if you're a writer or art director). . . . Then he *can't* be a bore.

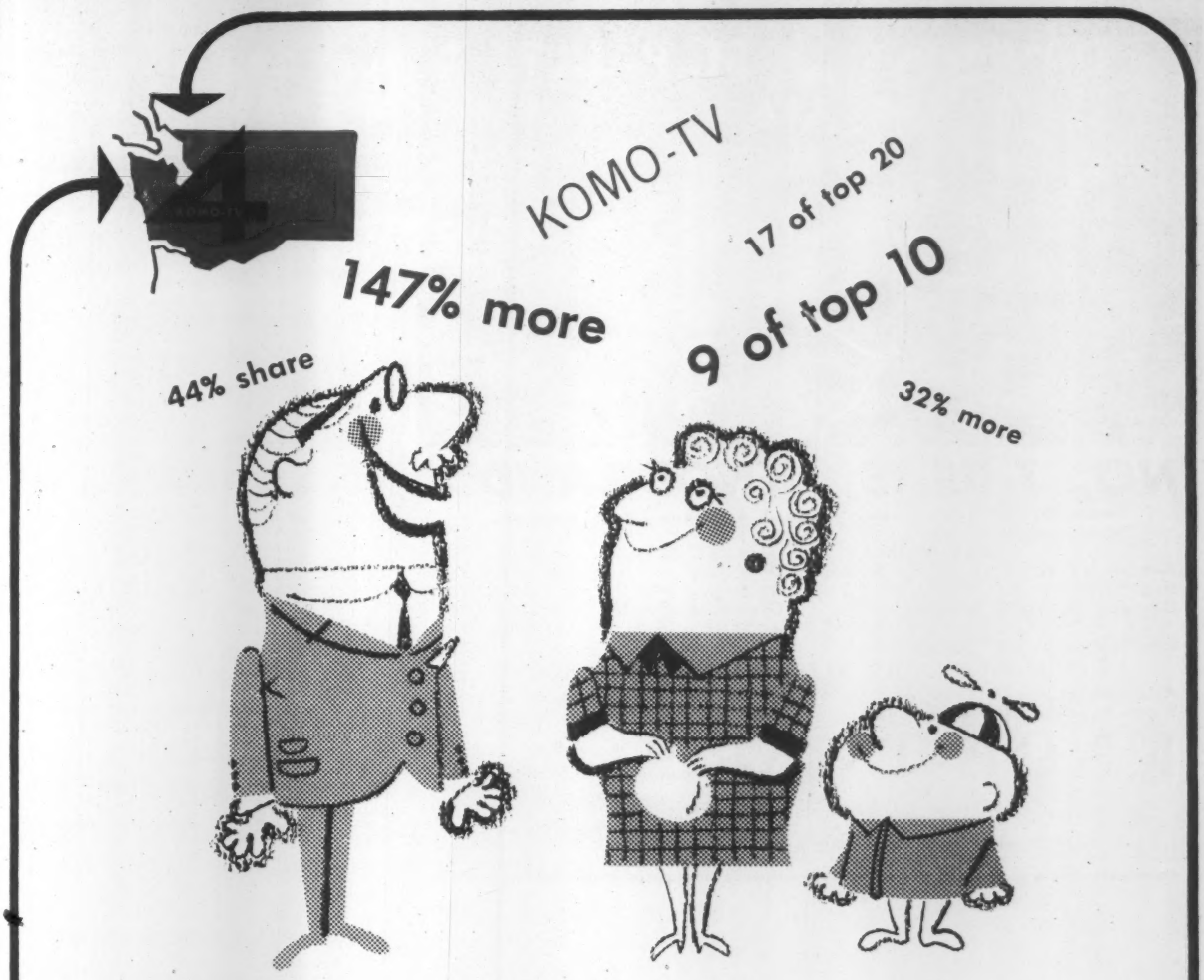
If this sounds like obeisance to clients, it shouldn't. Any agency that doesn't believe in what the client sells is in trouble.

The single quality that runs through every good advertisement is conviction: exuberant, vigorous, honest conviction. It's easy to be sold by a salesman who believes in what he's selling. That belief can move mountains of merchandise. In the agency business, it separates the men from the boys.

Back at the typewriter and drawing board, start with honest convictions and you're three-quarters of the way home. Communicate them with some imagination, and ennui will never set in.

I hope we do something about all this. I want my children to grow up in the soaring, not snoring, sixties.

Fred Papert, after graduation from the U. of Missouri in 1946, became a copywriter for Al Paul Lefton Co. Later he was with Benton & Bowles and Young & Rubicam, and became copy supervisor on Rheingold beer at Foote, Cone & Belding in 1955. The following year he joined Kenyon & Eckhardt as creative supervisor on Pepsi Cola. After a time as an advertising consultant, he opened his own agency in January 1950 and billings have gone from $75,000 to over $5 million.



The latest figures show...

Western Washington viewers watch KOMO-TV more than any other station!

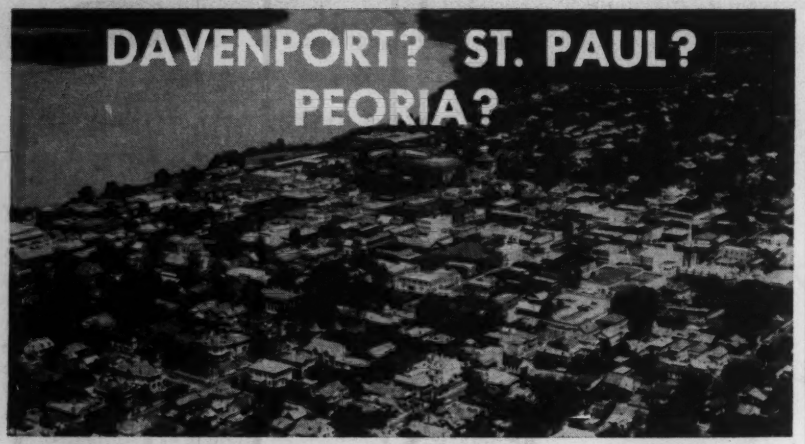
Throughout the past year in prime time, 6:00 to 10:00 PM, KOMO-TV has averaged 32% more audience per average quarter hour than the second station; 147% more than the third station.

AND has consistently had 4 times as many programs in the top 20 as all other stations combined!

KOMO-TV CHANNEL 4
SEATTLE, WASHINGTON

abc

Source: ARB October 1959 through November 1960



NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
		Total Retail Sales	$1,286,255,000
Food Sales	$ 300,486,000		

KNOE-TV AVERAGES 79.1% SHARE OF AUDIENCE

According to March 1960 ARB we average 79.1% share of audience from 9 a.m. to midnight, 7 days a week.

KNOE-TV
Channel 8
Monroe, Louisiana

CBS • ABC
A James A. Noe Station
Represented by
H-R Television, Inc.

Photo: Aerial view of historic Natchez, Mississippi, noted for its famous Pilgrimage.

For that IRE®

NEW IDEA

visit the

IRE SHOW

March 20-23, 1961 New York

Coliseum and Waldorf-Astoria Hotel

Members $1.00, Non-members $3.00 Age limit—over 18

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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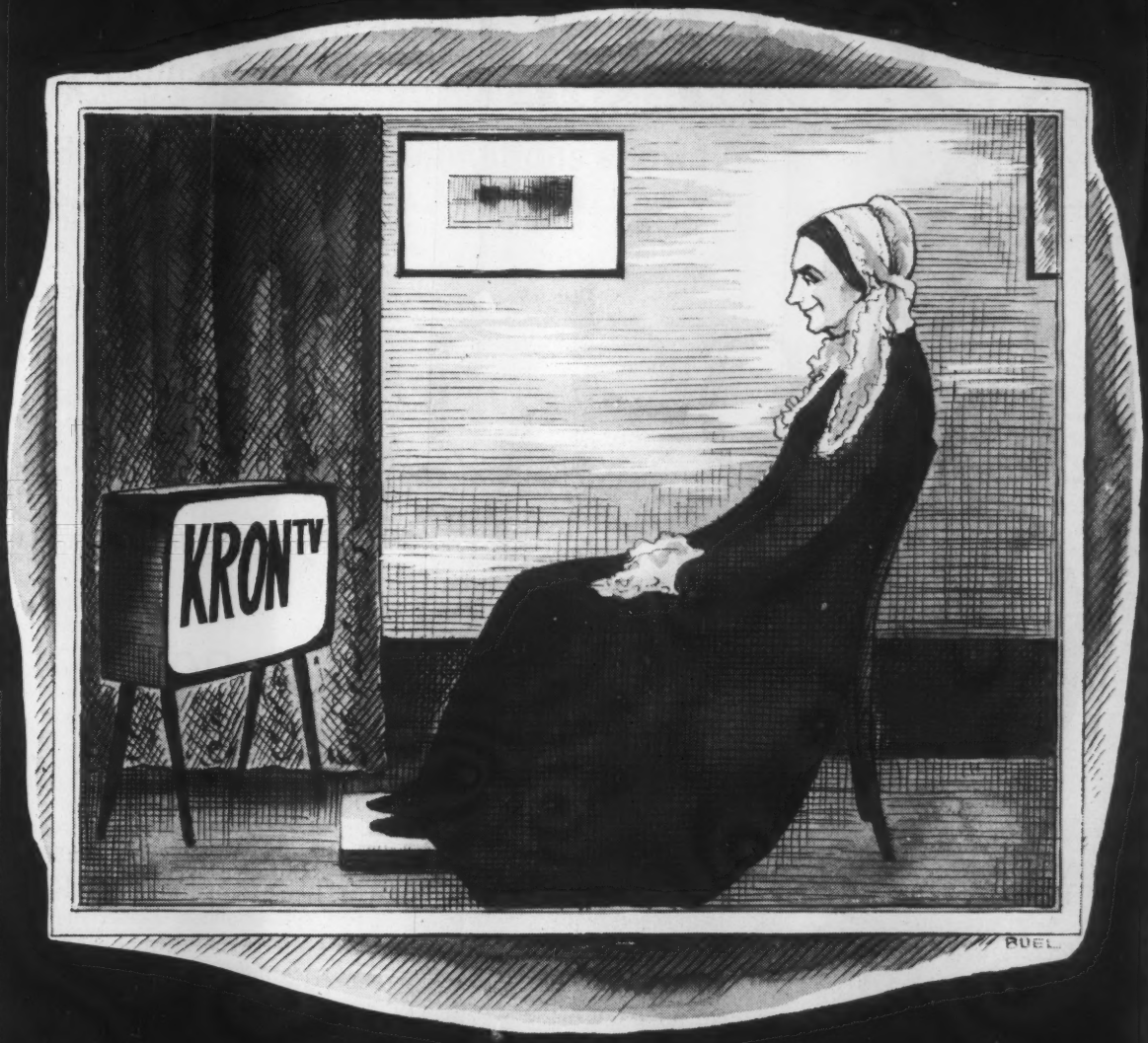
KRON is TV in SF



San Franciscans are sold on KRON-TV

KRON/TV HAS MORE TV NON-NETWORK ADVERTISERS THAN OTHER S.F. STATIONS
(BAR Report, Nov. 1960)

S.F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •

SEAL OF GOOD PRACTICE

Quid Pro Quo

$183,000
Cash to Community
Club Awards Members

19,000,000
Proofs of Purchase

W-I-T-H with CCA is Baltimore's Most Powerful Selling Force!

Ever since Eve lured Adam in that garden, women have had control of things . . . money included. For example, Baltimore women have presented over NINETEEN MILLION proofs of purchase as part of W-I-T-H's Community Club Awards. And W-I-T-H, being men—*businessmen*, and only human—has rewarded these fast-buying women with $183,000 in cash. How do you like *them* apples?

And CCA is only part of the W-I-T-H sales-success story. Only W-I-T-H has such extensive merchandising tie-ins with Baltimore's leading drug and grocery outlets, offering you in-store promotions, displays, bargain-bar features and other forms of sales-proven, sales-producing extras. They all add up to make W-I-T-H America's greatest selling station. Write, wire or phone today for full details.

RADIO **W-I-T-H** PERSONALITY Baltimore

Tom Tinsley, President; R. C. Embry, Vice President; NATIONAL REPRESENTATIVES: SELECT STATION REPRESENTATIVES in New York, Baltimore, Washington and Philadelphia; ADAM YOUNG in Boston, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Minneapolis, Milwaukee, Cincinnati, Cleveland, Pittsburgh and Seattle; JAMES S. AYERS in the South and Southwest.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
January 9, 1961 Vol. 60 No. 2

PRODUCTION TURNING EASTWARD?

■$10 million CBS-TV center in Manhattan will boost efficiency

■ABC-TV's new 30-story building planned for upper West Side

■NBC-TV's New York originations show no slackening of pace

The first positive sign that the New York-to-Hollywood trend in network television production could be stemmed, if not reversed, was seen last week as CBS-TV prepared to spend $10 million or more on its New York production facilities.

The move was seen as having great potential for eventually expanding the overall volume of live tv programming.

CBS-TV has authorized an architect firm to prepare preliminary plans for centralizing its production facilities in Manhattan. Last week the network announced that Charles Luckman Assoc., hired for this purpose, has been asked to complete plans and estimates by April 1961.

CBS officials said that concentration of the greater chunk of its widely scattered New York studios under one mid-Manhattan roof would give the network greater flexibility in meeting any additional production demands.

There was uncertainty, however, whether a general boost in New York-originated network production could be expected in the next few years. But contrary to a widely-held belief, said some network officials, a substantial volume of production remains in New York despite the conversion of some of the network schedule from live (in New York) to film (in Hollywood). And live drama for that matter hasn't yet set in the West nor disappeared from network logs. There's been indication that there is life yet in the live tv drama form with injections each season of new blood (BROADCASTING, Aug. 29, 1960).

Though not guaranteeing an expansion in New York production, CBS authorities emphasized in discussing the new building plans that they were in no way limiting such a possibility and certainly were not curtailing the facilities now available and in use.

The existence of tape, moreover, has permitted additional flexibility in production schedules and thus opened the way toward greater efficiency in the use of studio facilities. It is this efficiency that CBS-TV notes would be accomplished with an expanded studio production center. The site is an existing production plant on West 57th Street (near 11th Avenue) which CBS owns. Efficiency would be enhanced, the CBS people say, because the new studio plant would be designed specifically for the tv medium, unlike the many theatres, movie houses and the like that have been converted for tv use.

Westward Movement ▪ There's little doubt that a general exodus has been on from New York in series originations. In the 1955-56 season, for example, the three tv networks together were averaging about 25 hours of live nighttime network production in New York each week. The current season averages some six hours of regular series produced live (or on tape) in New York each week, but added to these hours are the numerous specials, both entertainment and information, as well as news shows. In addition the volume of daytime program production in New York is heavier now.

CBS-TV still has the heaviest New York-originated regular nighttime production schedule. Among the CBS-TV regulars are *Candid Camera, What's My Line?, To Tell the Truth, The Garry Moore Show, I've Got a Secret, The U.S. Steel Hour* and *Witness.*

Additionally, the bulk of CBS-TV's daytime schedule (particularly serials) falls into the New York area as do those of NBC-TV, while ABC-TV, hardly in daytime tv a few years ago, has been originating shows from New York since it began day programming.

The CBS-TV plant on 57th Street now contains production facilities, storage and rehearsal halls. Under pending plans, the rehearsal halls would be

Now a Television City for New York?

Charles Luckman, the architect engaged by CBS-TV to design a production center in Manhattan, figured importantly in the design of the network's Television City in Hollywood, (see photo above).

At the time of the Hollywood construction, Mr. Luckman was a partner in the architect firm of Pereira & Luckman. Before that he was president of Lever Bros. and was instrumental in the planning of Lever House on Park Avenue, New York, one of the style-setters in post-World War II office building construction.

A few years ago Mr. Luckman established his own architect firm, Charles Luckman & Assoc. His plans for the new CBS-TV production center in New York aren't due for several months, but unless they deviate sharply from his usual style, the center will be an island of modern design amid the old buildings on Manhattan's West Side.

eliminated, the roof literally raised and the building reconstructed to provide a minimum of seven studios for "basic requirements" as well as associated production and distribution facilities for tv.

CBS-TV President James T. Aubrey Jr. emphasized that the project was not related to still another project, already announced. The latter involves plans for a new CBS headquarters building on the east side of the Avenue of the Americas (Sixth Avenue) between 52nd and 53rd Streets, scheduled for occupancy in 1964.

Another Project ▪ ABC-TV for some time has had preliminary drawings of a 30-story headquarters building that would be erected on the site of the network's present New York offices in the mid-sixties west of Central Park. The buildings now on the plot would be razed to make way for the new construction that would contain a complex of tv studios, including color equipment, and generally described as the future center for ABC production in the East.

ABC-TV's proposed construction still is in the planning stage with a completion date now targeted for 1964 (originally it had been set for 1962).

The ABC-TV buildings would rise to the north of the proposed Lincoln Center (containing a complex of buildings for the performing arts and including outlets for tv originations). CBS-TV's studio site lies to the south of this zone in an area earmarked for development of luxury apartments, hospital buildings, a *New York Times* building and other construction.

NBC-TV reports it is fully able to handle existing production demands and any pressures for stepped-up production in the future. Aside from its studios in the RCA Building at Rockefeller Center, NBC-TV operates two Brooklyn color studios, three black-and-white studios on 67th Street and the old Ziegfeld and Colonial Theatres. The Hudson Theatre, formerly used for tv originations (*Jack Paar Show*) has been dark for about a year. Officials at that network say that "statistically we are originating as much television in New York as we ever have."

CBS-TV currently has 14 studios in operation but widely scattered about New York. Network authorities estimate that the new plant on their owned-site could easily handle the equivalent of nine of these leased studios and additional demands could be met by continuing a leasing arrangement for outside studio space.

As expressed by one official: "The significance in our proposed building is in the dollars involved in the facility. This shows a faith in our medium and in New York as a continuing production center." Officials declined to estimate the cost, but elsewhere speculation ranged from $10 million up.

It also was pointed out that the lack of centralized facilities in New York is partly to blame for the transfer of much tv production to Hollywood.

BROADCAST ADVERTISING

DUPONT MAY REVAMP ITS TV

Budget, mostly network tv, will probably remain there with changes made in programming approach

E. I. duPont de Nemours & Co. is reviewing its television advertising for next season. Sponsor and agency may decide to sign off shows they have on the air now and try a new tv approach. A possibility is one big new show for all the company's "better things for better living through chemistry." DuPont's tv budget for 1960 has been estimated at $7 million gross, mostly network.

Another chemical company is reconsidering network plans for the current season. Dow Chemical Co., nearer the million-dollar tv network level, may reallocate part of the budget originally planned for *The Dow Hour of Great Mysteries* on NBC-TV. Both the duPont and Dow deliberations are presumed to be about format and scheduling. Both are expected to continue putting substantial emphasis on network tv.

DuPont currently has divisional monies in separate pocketbooks, budgeting separately for corporate advertising on *The duPont Show of the Month*, for fibers on *The June Allyson Show*, both CBS-TV programs, and variously for antifreeze products participating in evening shows on all three networks. The monthly 90-minute special, started in 1957-58, and the weekly Allyson half hour, now in its second season, could be casualties in the new planning for next year. (The latter show moved Jan. 2 from Thursday to Monday nights at 10:30 after CBS-TV shook up its Thursday lineup.)

DuPont tv expenditures practically tripled from 1956 to 1960, all billed by BBDO. Another product group, household paints, made tentative local beginnings in tv last year through N. W. Ayer & Son.

Dow has used its mystery hours on NBC-TV for Dowgard antifreeze. The seasonal nature of this business has been offered as a possible explanation for revising plans that originally called for the specials, which started last spring, to go on through next April, for 12 weeks altogether. Seven have been fulfilled, three last season and four in the fall. The 12-show contract with producer Robert Saudek continues in force, lending credence to reports that Dow may pick some new format and advertise other products. Dow makes Zefran textile fiber, a plastic wrapping and other products in the chemical-metal-plastic line.

RAB's pitch for furniture ads

When it comes to buying furniture the woman is the decision-maker 60% of the time, according to a Radio Advertising Bureau report on the furniture industry. The survey, "Top Drawer Medium for Furniture: Radio," links the importance of the female buyer with the large distaff audience available to radio advertisers. According to RAB, young housewives who are starting families and buying homes listen to the radio 17 hours and 18 minutes weekly.

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week Dec. 28-Jan. 4 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington, D. C.

Date	Program and Time	Network	Rating
Wed., Dec. 28	**Hawaiian Eye** (9 p.m.)	ABC-TV	20.7
Thur., Dec. 29	**Untouchables** (9:30 p.m.)	ABC-TV	22.6
Fri., Dec. 30	**77 Sunset Strip** (9 p.m.)	ABC-TV	27.0
Sat., Dec. 31	**Gunsmoke** (10 p.m.)	CBS-TV	22.5
Sun., Jan. 1	**What's My Line** (10:30 p.m.)	CBS-TV	23.4
Mon., Jan. 2	**Rose Bowl Game** (4:45 p.m.)	NBC-TV	19.3
Tue., Jan. 3	**Garry Moore** (10 p.m.)	CBS-TV	25.0
Wed., Jan. 4	**Naked City** (10 p.m.)	ABC-TV	24.4

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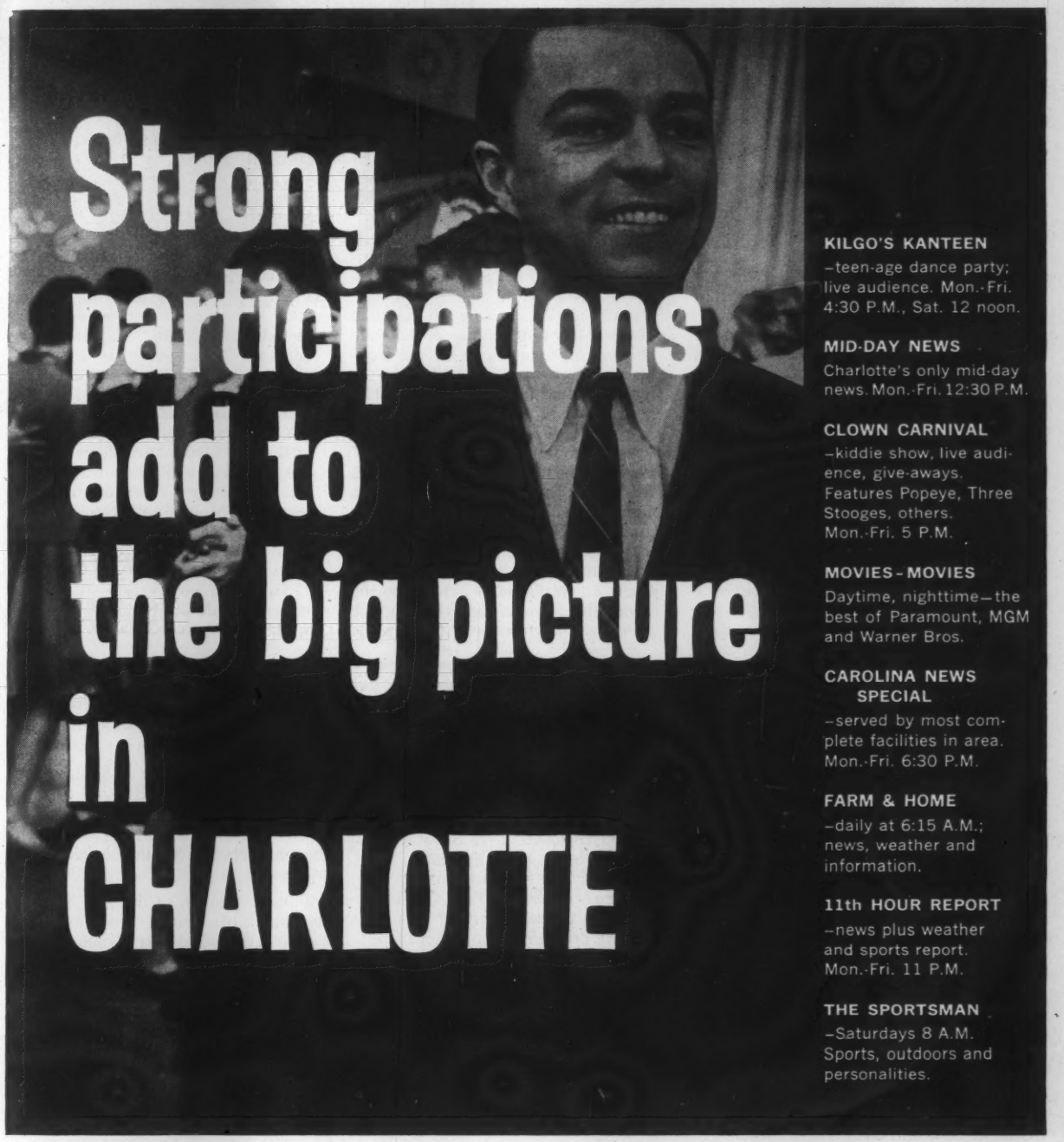


Strong participations add to the big picture in CHARLOTTE

KILGO'S KANTEEN
–teen-age dance party; live audience. Mon.-Fri. 4:30 P.M., Sat. 12 noon.

MID-DAY NEWS
Charlotte's only mid-day news. Mon.-Fri. 12:30 P.M.

CLOWN CARNIVAL
–kiddie show, live audience, give-aways. Features Popeye, Three Stooges, others. Mon.-Fri. 5 P.M.

MOVIES-MOVIES
Daytime, nighttime–the best of Paramount, MGM and Warner Bros.

CAROLINA NEWS SPECIAL
–served by most complete facilities in area. Mon.-Fri. 6:30 P.M.

FARM & HOME
–daily at 6:15 A.M.; news, weather and information.

11th HOUR REPORT
–news plus weather and sports report. Mon.-Fri. 11 P.M.

THE SPORTSMAN
–Saturdays 8 A.M. Sports, outdoors and personalities.

A tasty bill of fare for Carolina viewers . . . wonderful vehicles for advertisers who like a lot of homes per dollar! WSOC-TV's stronger line-up of planable participating shows enables you to reach any audience composition you want–when you want it! For results in America's 25th largest tv market, concentration on WSOC-TV is your best sales producer.

WSOC-TV

CHARLOTTE 9–NBC and ABC. Represented by H-R

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta; WHIO and WHIO-TV, Dayton

Metrecal's 'semi-institutional' approach

Weight-control Metrecal is defying the proponents of the hard-sell in its first use of television.

The Metrecal showcase is the weekly ABC-TV series treating the Winston Churchill Memoirs (*The Valiant Years* on Sunday night) on which the advertiser began sponsorship Jan. 1.

The commercials shown on that date (except for the dedication commercial) were to have been repeated yesterday (Jan. 8). They stress an approach that is labeled "semi-institutional" by Metrecal's agency, Kenyon & Eckhardt, New York, for want of a more descriptive term.

As explained last week, the "semi-institutional" commercials were demanded by the client itself, the Edward Dalton Co., a newly-created division of Mead Johnson Co., Evansville, Ind. Credited with much of the "creative thinking" is Robert Sessions, a top executive in the Dalton company.

Shown on the Jan. 1 show were three commercials (see pictures): A 90-second "dedication" commercial (b); a two-minute commercial titled "overweight" (c) and a one-minute "closing epilogue" commercial (d).

Public Service? ▪ The last commercial is perhaps the most institutional of the three and, in fact, appears to be something of a "public service" message. Using Churchillian phraseology ("not alone in the dark and curtained areas or in the troubled corners of the world . . . the fearful sound of tyranny can echo again." Used as a backdrop is a rear projection screen which is described as the "largest in the East." Flashed on the screen is newsreel footage of the Budapest revolt, of a Congo riot, of the U. S. Capitol, a playground, a meeting hall, a country lane, the United Nations building, etc. The narrator, Martyn Green, theatre and tv actor, appears in all the commercials (he's in the role of Metrecal's "commercial spokesman").

After the news film footage is run off, Mr. Green gets in a sole and quick plug—"This program is proudly presented by Edward Dalton Co., the makers of Metrecal . . ."

The "overweight" commercials run for two minutes with the camera concentrating all of the attention on a walking man (only his back is seen) who appears to be about 20 pounds overweight. Explained the agency: "The viewer is more inclined to the medical words if his attention is not distracted." The image of a man of medium build but not obese who walks his lonely path in the snow (filmed in between two snow storms) makes up most of the film except for a short interval when he strolls through a playground filled with children and attempts to pick up a basketball but is unable to and kicks it instead.

This film, however, is "in taste." It opens with shots of paintings and sculpture (in keeping with the *Vali-*

Business briefly...

American Gas Assn., N. Y., has renewed alternate-week sponsorship of NBC-TV's *Barbara Stanwyck Show* (Mon. 10-10:30 p.m. EST) for final 26 weeks of the season. Agency: Lennen & Newell Inc., N.Y.

P. Lorillard Co., N. Y., has renewed *The Tab Hunter Show* NBC-TV (Sun. 8:30-9 p.m. EST), for remainder of the 1960-61 season. The filmed series is produced at MGM Studios by Norman Tokar. Agency: Lennen & Newell, N.Y.

The Mennen Co., Sof-Stroke shave lather, Brake deodorant, and Steri-Spray first aid kit; **The Simoniz Co.,** household and car waxes, and **Union Carbide Consumer Products,** for various products, have signed as participating sponsors in ABC-TV nighttime programs. Mennen, through Grey Adv., ordered *Adventures in Paradise, Cheyenne* and *Roaring 20's.* Simoniz, via Dancer-Fitzgerald-Sample Inc., ordered *The Law & Mr. Jones, The Islanders, Roaring 20's* and *Walt Disney Presents.* Union Carbide, represented by William Esty Co., picked *Adventures in Paradise, Cheyenne* and *Naked City.*

Warner - Lambert Pharmaceuticals (Lambert & Feasley), **International Shoe Co.** (Krupnick & Assoc.) and **B. F. Goodrich,** canvas and rubber footwear (Foote, Cone & Belding) have signed aboard ABC-TV's *American Bandsand* (Mon.-Fri. 4-5 p.m.). Warner-Lambert's 52-week order for its Listerine product was effective Jan. 5, while *Bandstand* newcomer International Shoe Co.'s 46-week contract begins Feb. 15 and Goodrich participation starts in March.

Family Products Dept. of Chas. Pfizer & Co. (pharmaceuticals), Brooklyn, is trying a humorous radio approach, with heavy Bob & Ray schedules on 19 stations across country. For Candettes throat product, the advertiser is using around 50 one-minute announcements and 30-second spots per week on each station till spring. Agency: Leo Burnett, Chicago.

▪ An extensive tv campaign will be launched next spring by Edward H. Weiss & Co. on behalf of its client, **Wishbone Salad Dressings Div.** of Thos. J. Lipton Inc., as part of its multi-million dollar advertising campaign. The Tv drive, probably spot, will be augmented by a print campaign.

Alberto-Culver Co. (hair dressing preparations), Chicago, has purchased a spot tv schedule in about two dozen key markets, effective Jan. 2. Agency, Compton Adv., that city.

Agency appointments...

▪ Standard Oil Co. (New Jersey) appoints Needham, Louis & Brorby, N.Y., to handle its institutional advertising, effective immediately. The account previously was serviced by Ogilvy, Benson & Mather, N.Y. The appointment does not affect other Standard-New Jersey advertising handled by McCann-Erickson, N.Y.

▪ Colfax Labs, division of Shulton Inc., NY., appoints Kastor, Hilton, Chesley, Clifford & Atherton, N.Y., for two new products in the proprietary drug field. The products will be introduced in the spring.

▪ William Pearson Corp., N.Y., new subsidiary of British chemical firm, Wm. Pearson Ltd., to Fletcher Richards, Calkins & Holden, N.Y., for Oven Stick, cleaner marketed abroad and recently in test markets here.

▪ Freeman Shoe Co., Beloit, Wis., appoints J. Walter Thompson to handle its advertising, research and marketing. The company manufactures men's dress and casual shoes.

▪ The Pulse Inc. (national rating and research service), New York, appoints Henry J. Kaufman & Assoc., Washington, as advertising and public relations consultant. Kaufman includes a substantial number of broadcast accounts among its clients.

▪ Dr. Pepper Co., Dallas, appoints Kenyon & Eckhardt Ltd., Toronto, as advertising representative in Canada. The soft drink firm will introduce its product into Canada and the agency will help develop advertising and marketing programs for new bottlers.

▪ Carey Salt Co., Hutchinson, Kan.,

The 'dedication'

The 'soft-sell'

The 'epilogue'

ant Years technique) and then moves into the "walking man" sequence.

Pity and Scorn ▪ Depicted in the narration is the danger of overweight—"Through the years, overweight has been pictured in terms of pity and, at times scorn"—but also makes the point that fat men are more likely to die suddenly than the slender. Authoritative studies on overweight are reported on as the man is followed by the camera, and as he begins to climb stairs (see picture) three medical check points are cited for the overweight.

The only Metrecal is at the very end—"these thoughts are brought to you by the Edward Dalton Co. etc." At no time in any commercial is there a product short or brand name shown on the screen.

Filmed initially were five commercials which took up 10 production days. Production house was Filmways in New York with outside shooting in Central Park. William Gargan Jr. (son of the motion picture actor), radio-tv production supervisor, Kenyon & Eckhardt, and Al Sarasohn, vice president-creative group head at the agency who worked on the scripts, are among the executive talent used on the commercials.

Though the "grand-daddy" of the dietary weight control products now flooding the market, Metrecal itself has been out only a little more than six months and achieved its national distribution at about the same time the company decided to sponsor *Valiant Years*.

appoints Lowe Runkle Co., Oklahoma City, as advertising agency for its table salt and grocery items. Plans include use of tv in its 1961 table-salt advertising campaign, Carey's marketing manager reports.

▪ Stewarts Private Blend Coffee Co., Chicago appoints Presba-Muench Inc., that city, to handle its account estimated to be about $200,000, effective Jan. 1. The company has used both radio and tv.

▪ Burns W. Lee Assoc., L. A., appointed to handle publicity and promotion for Pacific Electronic Trade Show to be held Feb. 26 to March 1.

Los Angeles station accepts liqueur ads

If there's any public revulsion toward liqueur advertising on radio, KDAY Los Angeles hasn't discovered it. After two weeks of broadcasting commercials for Kahlua liqueur, the station told BROADCASTING it had not received a single phone call or letter of protest.

Liqueur advertising is not acceptable under the NAB radio and television codes, which base their bans on the internal revenue definitions. On the other hand beer, wine, champagne and other fermented beverages are acceptable.

Mal Leeds, general manager of KDAY, said the station will not accept any hard liquor advertising but he does not include liqueurs such as Kahlua (coffee flavored) in that category. It is more than a wine, he pointed out, though not drunk so freely. He classed it as an after-dinner beverage.

The commercials—placed by Marks-Jules Berman & Assoc., Beverly Hills firm distributing Kahlua nationally—consist of one-minute comedy spots broadcast on KDAY 12 times a week on a 13-week schedule that started Dec. 19. The transcribed spots feature a bullfighter and stooge extolling the merits of the liqueur in comedy dialogue.

A spokesman for the sponsor said other radio stations that had been offered the account classed it as unacceptable.

Cliff Gill, KEZY Anaheim, Calif., chairman of the NAB Radio Code Board, said he could not discuss the KDAY position since the station is neither an NAB member nor a code subscriber. However, Mr. Gill said the Kahlua advertising is indicative of a national trend and the matter will come before the code board at its Jan. 12-13 meeting in Washington. He added any code subscriber is entitled to a board ruling or interpretation on the acceptability of Kahlua or similar products.

Rep appointments...

▪ KCMC-TV Texarkana, Tex.: Blair Television Assoc.

▪ KITO San Bernardino, Calif., names Torbet, Allen & Crane as western sales representative, and Venard, Rintoul & McConnell as eastern sales rep.

▪ KSBW Salinas; KNGS Hanford, and KVEC San Luis Obispo, all California: H-R Representatives Inc.

▪ WEAQ Eau Claire, Wis.: Radio-TV Representatives Inc.

▪ WCIA (TV) Champaign, Ill.: Peters, Griffin, Woodward

▪ KMPS (TV) Minneapolis-St. Paul; WEAU-TV Eau Claire, Wis.; WLOF-TV Orlando, Fla., and KGUN-TV Tucson, Ariz.: Young Television Corp., N.Y.

▪ WONE Dayton, Ohio: H-R Representatives, N. Y.

50% don't remember tv commercial—Feldman

Half the viewers don't remember a commercial right after they've seen it, George Feldman, senior vice president and creative director of Young & Rubicam, New York, told the eighth annual seminar of the American Marketing Assn. Half of all advertising is "pure waste," a drain that could be alleviated if the copy were made believable, he told the marketers, meeting in Toronto Friday (Jan. 6).

People like advertising, a "fashionably intellectual" anti-advertising point of view to the contrary, Mr. Feldman said in his speech on "Communicating With the Consumer." Tv commercials are a favorite target, but the agency man has research to show that most

individuals say they like most commercials.

It's getting harder to sell because of increasing sophistication, wide choice and "a general increase in the sense of fairness" in Mr. Feldman's view. "Witness the empathy there must be for the often unfairly treated Brand X now that various products have come out under that label." Yet comparison, if handled honestly, "and the consumer senses this," can be believable and effective, Mr. Feldman allowed, citing Cheer (Procter & Gamble), a Young & Rubicam account.

Simplicity, good taste and authority all help the advertiser make a commercial case, marketers were reminded. Mr. Feldman had a good word, too, for advertising that doesn't take itself too seriously, citing the tv success of Arthur Godfrey and Garry Moore as "no accident."

The element of authority can be critical in broadcast advertising, Mr. Feldman said. The Borden Co. tested five different "presenters" filming the same commercial message and on testing got recall and belief scores ranging from 35% for one to 80% for another.

The Y&R executive had a word of caution against nibbling a good idea to death, the agency's responsibility for defending it and maintaining a proper atmosphere for creativity.

No sales decision yet on U. S. data report

Preliminary discussions of plans for the pricing and sale of the forthcoming report on the living standards, finances and social traits of U.S. radio and television homes (BROADCASTING, Jan. 2) were held in New York last Thursday (Jan. 5).

The meeting led to no firm decisions but will be followed by another session. It was attended by representatives of NAB, TvB and S. J. Tesauro & Co. of Detroit, which holds a contract from the Census Bureau to prepare the report from Census Bureau data. RAB representatives were unable to attend but are expected to be present when the next meeting is held, possibly this week, participants reported.

The report, due to be completed next fall, has been described as the first county-by-county and city-by-city compilation of data on U.S. business and social life ever attempted. The price to general subscribers will be $3,000 for the complete set, but NAB, RAB, TvB and the Tesauro company hope to halve that cost for broadcasters under a plan initiated by Richard Allerton, NAB research manager. Thus broadcasters would be able to get the data for their coverage areas at a cost of about $1 per county.

Agencies de-merge due to 'conflict of interest'

Because of a "conflict of interest" between accounts of Grant Adv. and of Robinson, Fenwick & Haynes the five-month-old merger of the two national and Los Angeles agencies has been dissolved and each agency retains the accounts it previously handled. Grant, which had moved into the RF&H headquarters building at 1111 Wilshire Blvd., Los Angeles, has returned to its former location, the Hollywood Taft Bldg. at Hollywood and Vine. Robert L. Del-

'Open End' satire used to push coffee sales

Another premium-priced coffee is taking to the air, this one with a "discussion show." Manger Hotels Coffee signed on as a sponsor of *Open End* last night (Jan. 8) over WNTA-TV New York with its own free-for-all titled "Either End." Adaptations of the commercial satire will be used in spot, distribution to be pushed forth nationally from markets where Manger's 14 hotels are located. A planned radio campaign may use a modified version of "Either End."

Copy for Manger Hotels, a brand that dates back to 1906, was prepared by the Wexton Co., New York. One point made is the product's Colombian content, taking advantage of a million-dollar tv spot campaign by the National Federation of Coffee Growers of Colombia (placed by Doyle Dane Bernbach, New York).

To make its satirical (and serious-selling) points, "Either End" is done in a kind of stop-motion camera technique. Dialogue is synchronized to dozens of still shots that show comic panels discussing, disputing and drinking coffee.

Manger Hotels Coffee sponsors the 11-11:30 p.m. portion of the David Susskind panel show programmed by WNTA-TV Sundays, 10 p.m. to conclusion. The advertiser also has ordered morning time on WNBC-TV New York and will start in other markets on a schedule still to be announced.

At a production session one of the "Either End" actors cues a scene that focusses on byplay between "Sylvia Spivak (l), eminent divorce lawyer," and the bored "Prof. Hickman Brood, marriage counselor" (yawning). "Moderator" at left warms up for the scene with a Susskind-like gesture as "Dr. Frank Bailey, author of

'Children Are No Excuse,' " delays his characterization to identify the shot. The resulting take shows conflicting reactions to a discussion of "Marriage and love: do they really go together?" Conflict is brewing not only over the marriage question but over one panelist's refusal to drink coffee.

THE BEST TO YOU EACH MORNING . . is sold in the early evening. Kellogg's uses the Emmy-winning Huckleberry Hound to do the job of selling. And Huck is demonstrating the power and impact of the spot medium. *Kellogg's* schedules Huckleberry on a market-by-market basis, buying only the markets they **want** — the time periods they **want**. They're successfully selective, too! Your nearest H-R Rep resentative will be glad to show you how the spot medium will work for you! Call him.

H-R *Television, Inc. Representatives*

© HANNA-BARBERA PRODUCTIONS

linger, Grant vice president, who has been named general manager of the agency's Los Angeles operation, said that as soon as more space can be secured in the building he will expand his present staff.

Grant will handle local accounts with the Grant agency prior to the merger. These include The Marquardt Corp., Dr. Pepper Metropolitan Bottlers Group, Tidewater Oil International, and Chrysler Air Temp.

Advertising accounts formerly with Robinson, Fenwick & Haynes will continue with that organization. These include Los Angeles Dept. of Water and Power, Packard Bell Electronics, Loma Linda Food Co., New Products Div. of Schick Safety Razor Co., Leo's Quality Foods, Western Federal Savings & Loan Assn., California Dried Fig Advisory Board, and some half dozen other companies.

Average U. S. income up again

The average (median) income of U. S. families reached a record $5,400 in 1959, a gain of $330 or 6% over 1958, according to the Census Bureau. The median income of individuals was $2,600, which was $130 or 5% higher than 1958. Breakdowns by types of employes are included.

Why a low opinion of marketing research?

Most top management executives underestimate the value of marketing research today. But this is due in large part to the failure of the researchers to communicate their findings effectively to management.

This is the opinion of the majority of 100 midwest marketing executives surveyed Thursday (Jan. 5) during a joint meeting of the Chicago chapters of the American Marketing Assn. and the American Statistical Assn. The study was conducted by a research team from Market Facts Inc., Chicago, in a practical demonstration of how advertisers and agencies can obtain fast answers to modern marketing problems. The demonstration was under the supervision of Dave Hardin, executive vice president of Market Facts Inc. and president of AMA's Chicago chapter.

The study also found that in the opinion of 63% of the marketing executives the contribution of motivational research is being "oversold" by its practitioners, 26% felt "mr" has been undersold. Although the basic validity of the research itself was not questioned, 41% felt statistically oriented research that is based on advanced mathematical and probability theories has been undersold and is just beginning to realize its full potential; 35% felt this type research is correctly positioned in terms of its overall contribution.

Marketing research today makes its best contribution in the area of new product development, the study found. The other areas, in order, are: overall marketing strategy, distribution planning, advertising copy testing, media selection and price planning.

Compared to today, marketing research activities in five years will be "much greater" in the opinion of 71% of the respondents. Twenty-eight percent said it would be "a little greater."

Only 3% of those surveyed felt this future growth in market research will take place in advertising agencies; 21% said the growth would fall to independent research companies that engage primarily in the collection of data or syndicated research studies; 43% said independent research companies that engage primarily in conducting special surveys, and 33% said fully integrated manufacturer research departments would get the new expansion.

SPOT TV EXPENDITURES ARE SURGING

Petry report shows 71% increase in period from 1956-59

A study by Edward Petry & Co. shows that spot television expenditures have grown twice as fast as any other major advertising medium of the top 100 advertisers between the years 1956-59.

Highlights of the study, titled "Trends in the Selection of Media by the Top 100 Advertisers—1956-59" and released Dec. 30 by Petry, include the following:

- Spot tv billing of the top 100 advertisers has risen from $191.1 million in 1956 to $327.5 million in 1959 (up 71%), while corresponding figures for other media were: network tv, from $382 million to $522.7 million (up 36%); magazines, from $252.1 million to $294.7 million (up 17%) and newspapers, from $327.5 million to $338.5 million (up 3%).
- The trend favoring spot tv continued in 1959, as compared with 1958, as spot tv expenditures rose by $58.2 million (up 22%); network tv increased by $45.6 million (up 9%); magazines strengthened by an additional $32.2 million (up 12%) and newspapers rose by $13.5 million (up 4%).
- Only spot tv, of the "Big Four" media has gained in advertisers among the leading 100. The study shows that from 1956-59, spot tv gained 13 advertisers; network tv lost 11; newspapers lost 21 and magazines lost 6.

The Petry study also analyzes expenditure investments by six important product categories—soap-detergents, drugs-toiletries, foods, beer, oil and tobacco. In each one of these categories, except tobacco, the study asserts, spot tv registered the largest percentage increase in the 1956-59 period.

In the tobacco field, spot tv expenditures were listed at about the same dollar levels ($28.6 million in 1956 and 28.5 million in 1959) but spot tv's share of the industry's overall budget declined from 27% to 19%. The study showed network tv made the only substantial gain in the tobacco category, increasing its portion of industry expenditures from 37% in 1956 to 44% in 1959. The report noted that the spot tv "slump" in tobacco had been reversed in 1960, with the first four months of last year showing a 54% increase in spot tv billing over the corresponding period of 1959.

Some outstanding examples of tv growth among industry leaders of the top 100 are included in the study. For example, Procter & Gamble raised its spot tv expenditures from $17.5 million in 1956 to $45 million in 1959. Other advertisers which increased their spot tv part of overall budget substantially during the year period, Petry said, were American Home Products (from 13% to 22%), Bristol-Myers (from 5% to 30%), Warner-Lembert (from 53% to 60%), Standard Brands (from 13% to 26%), Continental Baking (from 63% to 78%), Borden (from 17% to 29%) and Nestle (from 24% to 30%).

Trend at the top

How the four major media of the top 100 advertisers have fared since 1956:

	1956	1957	1958	1959
	(Expenditures in millions of dollars)			
Spot tv	$191.1	$226.5	$269.3	$327.5
Network tv	382.9	426.7	447.1	522.7
Newspapers	327.5	355.4	325.0	338.5
Magazines	252.1	259.6	262.5	294.7

STEP LIVELY, PLEASE. Almost as ubiquitous as WIP on the Philadelphia scene is the white marble step, which our city cherishes by the hundreds of thousands.

We Metrodelphians are in step with the times, but we also have an attachment to tradition. Take our white steps, for example. We scrub them with zeal, and display them with fierce pride. Unless *you've* washed a white marble step, you're probably mystified by this bond between people and stone. But spend some time among us, and you begin to feel as we do about our white steps. You'll also become aware of another attachment —that between an alert community and **WIP**—most service-conscious of its many radio stations. Here's one example of how **WIP** stays in step: In last month's blizzard, **WIP**'s automatic telephone answering facility relieved the flood of calls tying up Philadelphia Transportation Company lines. **WIP** has been giving this kind of service for 40 years. Now, with the added impact of Metropolitan's new concepts of news, service and showmanship, **WIP** is growing rapidly to the foremost audience position in Philadelphia. Advertisers, too, are getting their schedules into step. **WIP, Metrodelphia, Pa.**

station of the Metropolitan Broadcasting Corporation. **Harvey L. Glascock**, V.P. & General Manager. **H. D. (Bud) Neuwirth**, Sales Director. Represented nationally by **Edward Petry.**

Lever Bros. drops agency in 'consolidation' move

Lever Bros., New York, last week appointed Sullivan, Stauffer, Colwell & Bayles, New York, for its "All" brand of detergents carrying billing estimated at more than $4 million. Lever also named BBDO to handle the Swan Liquid account, which is in limited test markets only. Both accounts were with Needham, Louis & Brorby, Chicago.

A company spokesman said that the detergent products are advertised "almost exclusively" on television. Products bearing the "all" brand name include: Condensed "all," Fluffy "all," Liquid "all," and Dishwasher "all." Swan Liquid, a light-duty dish-washing detergent, is currently being tested on tv but the number of markets was not disclosed.

The transfer from NL&B was made, the announcement said, to consolidate Lever's advertising accounts. SSC&B already handles a substantial portion of company business, including Lifebuoy, Silver Dust and Breeze. BBDO has Surf, Wisk and Nifty, a new liquid scouring product. Other Lever agencies are Foote, Cone & Belding, New York; J. Walter Thompson Co., New York and Ogilvy, Benson & Mather, New York.

The transfer of the "all" account to SSCB leaves Needham, Louis & Brorby without any of the Lever business.

Raytheon buys symphony

Raytheon Co., one of the world's largest electronic manufacturers, has signed for 13-week sponsorship of Boston Symphony Orchestra concerts in stereo on WGMS-AM-FM Washington. The series, heard Sunday afternoons starting at 2:05 p.m., is Raytheon's first broadcast venture outside the Boston market.

The series was placed by Fuller & Smith & Ross, New York. The opening program Jan. 8 featured Sviatoslav Richter, Soviet pianist. Intermission periods will be devoted to interviews with educational, scientific and governmental personalities. The concerts are taped from Boston's Symphony Hall.

RAB study cites radio's influence on real estate

The price of the house you live in was probably influenced by a hidden and ever potent factor, the Radio Advertising Bureau has reported in a study, "Radio: Best Medium For Building Real Estate Business."

Money spent to promote the sale of real estate has increased from $10 to as much as $250 a house and average real estate annual ad expenses have gone up to 8% of the gross income within the past few years, the study revealed. This rise in costs comes from added competition by other advertisers in quest of the available dollar and consequently, RAB says, radio is the best medium for real estate business because it reaches, through almost universal coverage, the greatest number of potential buyers by the most economical comparative means.

A united front urged for cost cutting

A forecast that networks and local stations will work with advertising agencies during the 1960's in "holding down the increasing costs of time and talent" was made by Barton A. Cummings, president of Compton Adv., New York, in a speech before the 14th annual Forecasting Conference of the Greater Philadelphia Chamber of Commerce last Thursday (Jan. 5).

"Tv networks will accomplish this partly out of self-interest," Mr. Cummings stated. "The law of supply and demand will enter as print offers more effective and efficient means of delivering an advertiser's sales messages.

Mr. Cummings

"As costs of tv time and tv programs continue to mount during the 1960's, agencies and clients will examine other media to keep in line the costs of marketing their products. I think it only fair that there be a re-examining of the costs of tv time and talent. The extra, and sometimes unnecessary, costs of package shows and tv commercial productions are now merely passed on to the advertisers. Let's all of us in the whole tv area tighten our belts a bit to keep costs down."

Mr. Cummings referred specifically to one advertising medium—magazines—that he believes will make "a comeback" in the 1960's. He said that the development of regional editions of national magazines will have the effect of persuading national advertisers to use regional editions to attain extra pressure in selected areas, and inducing regional advertisers to use these editions because of the availability of sectional ads.

Mr. Cummings noted that color tv may well become a factor in marketing in the 1960's, but voiced the belief that a "breakthrough" is not imminent. He claimed that even if production of color sets approximated that of black-and-white receivers in peak years and sales were achieved, it would take about five years to develop 50% color tv set ownership.

Dodge dumps extra money in newspaper advertising

Dodge Div., Chrysler Corp., Detroit, is allocating an extra $1 million to its planned budget for 1960-61. But these additional funds are being channeled almost exclusively into newspapers.

W. D. Moore, advertising director for Dodge, said the funds will be spent to expand a planned newspaper schedule for the first quarter and will include more than 1,600 newspapers. The campaign will place the accent on two Dodge models—the Dart and Lancer—and will attempt to impress upon the public the name, price and size of the cars.

Another Dodge spokesman said the company decided to strengthen its advertising push early this year because there was "confusion in the compact car picture." He added the company believed that "a lot of explaining had to be done and newspapers are the best medium for making those explanations."

From its regular budget, Dodge will utilize a spot radio campaign in the top 100 markets on behalf of the Dart and the Lancer, starting Jan. 22. The campaign will consist of as many as 75 announcements per week in some top markets. On television, Dodge is a co-sponsor of ABC-TV's *Lawrence Welk Show*. Commercials will be included on Dart and Lancer. Dodge's agency is BBDO, Detroit.

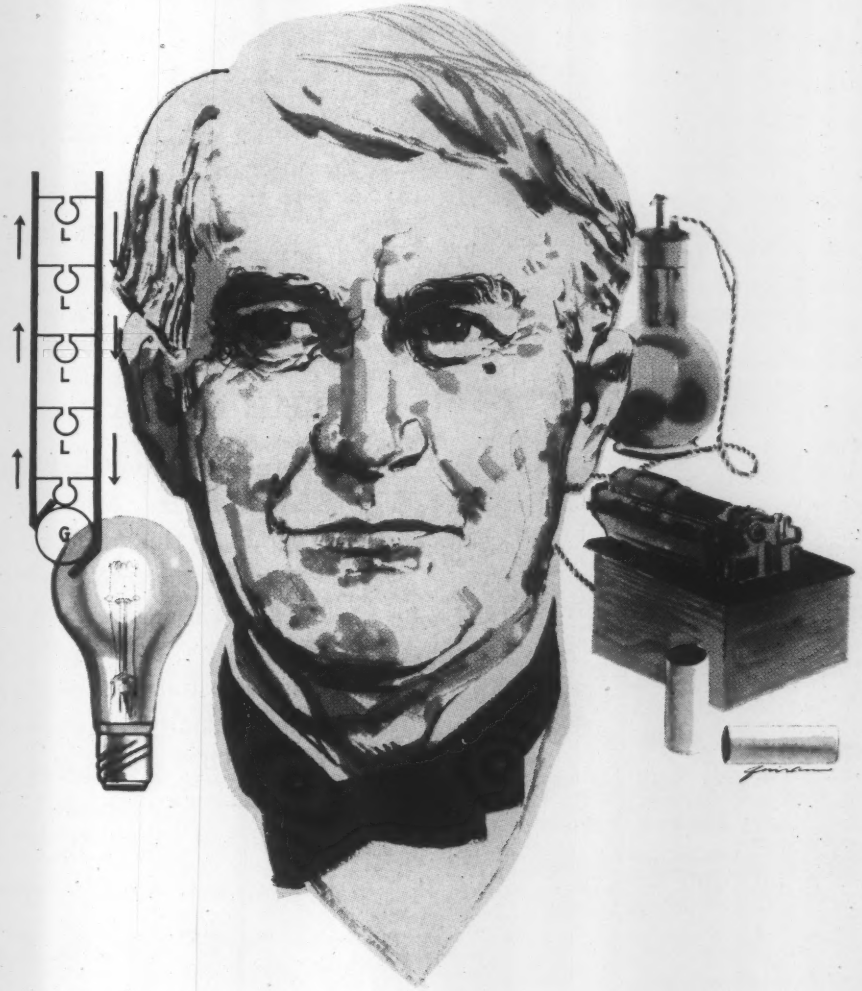
Agency winners announced

Ten agency-advertiser prizewinners in a national contest staged by KOLN-TV Lincoln, Neb., got the news at holiday gift time. Norman E. Cash, president of Television Bureau of Advertising, drew prizewinning cards in the offices of Avery-Knodel, New York, representative of KOLN-TV.

The winners, climaxing a cross-country sales presentation by KOLN-TV: Andrew Zeis, vice president of Compton, Chicago, a compact car; Stephen Silver, assistant media buyer, Benton & Bowles, New York, mink stole; J. A. Taylor, media supervisor, Procter & Gamble, Cincinnati, diamond necklace; Anne Harrington, readership analyst, BBDO, Minneapolis, 21-jewel watch; Leonard Kay, broadcast buyer,

KNOW HOW

A curious mind and an insatiable desire to turn impractical ideas into workable and useful devices . . . these are the elements which put the stamp of "Know How" on Thomas Alva Edison. It resulted in more than 1,000 patents during his lifetime. This same desire to make the best even better is what also earns the "Know How" approval of advertisers and agencies for today's quality-minded radio and television stations.



WFAA dallas • radio & television

Your "Quality Touch" Stations!

SERVING THE GREATER DALLAS-FORT WORTH MARKET

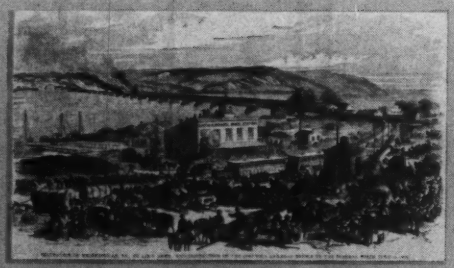
BROADCAST SERVICES OF THE DALLAS MORNING NEWS

Represented by Edward Petry & Co. Inc.

The Original Station Representative

abc

WGAL-TV serves the public interest



THE GREAT CENTENNIAL

Footnotes to the Civil War in the Channel 8 Area Every Monday Morning. Each program in this fascinating historical series features a separate community, as many cities and towns in the Channel 8 area were affected by the Civil War. Well-known examples: Battle of Gettysburg, burning of Chambersburg, Confederate occupation of York. This series is just one phase of this station's many activities dedicated to inspire and enlighten the viewers it serves.

WGAL-TV
Channel 8
Lancaster, Pa. · NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc.
New York • Chicago • Los Angeles • San Francisco

McCann-Erickson, Chicago, portable bar; Lee Hanson, broadcast supervisor, MacManus, John & Adams, Detroit, binoculars; John Chapman, associate creative director, Buchanan-Thomas, Omaha, electric blender; Renee Faas, assistant buyer, Edward Weiss & Co., Chicago, luggage set; Samuel Wilson, timebuyer, Leo Burnett, Chicago, electric blanket, and Nate Rind, broadcast buyer, Doyle Dane Bernbach, New York, transistor radio.

Cards were given to agency and advertiser personnel attending KOLN-TV's traveling slide presentation across the country the past two months. They had been sent to Avery-Knodel offices in New York and remained sealed until the drawing.

Also in advertising...

Combined forces ▪ Gibbons Adv. and Watts, Payne Adv., both Tulsa, combined effective Jan. 1. Headquarters are at 311 West 7th St., Tulsa 19.

Art awards ▪ Jan. 25 is deadline for entries for the fourth annual Southwestern Exhibition of Advertising Art, sponsored by the Dallas-Fort Worth Art Directors Club. Advertising managers, artists, agencies, printers, engravers and art editors in southwestern states are eligible. Three gold medals, 15 silver medals and 71 certificates of merit will be awarded. Entry instructions and fees are available from Ferg Harvey, 816 Rio Grande Bldg., Dallas 1.

Name change ▪ The Ralph Yambert Organization, Los Angeles agency, has changed its name to Yambert, Carmack & Stock. Officers are: Ralph Yambert, president; Tom Carmack, vp and art director; Robert Stock, vp and creative director. Mr. Carmack, who joined the agency a little more than a year ago, had previously owned an art studio in Detroit. Mr. Stock become part of the Yambert organization when it reopened under that name on Jan. 2, 1959 after Mr. Yambert had resigned as vp and west coast manager of MacManus, John & Adams. Mr. Stock has been in creative work with various Los Angeles agencies since 1950. YC&S is located at 6043 Hollywood Blvd. Telephone is Hollywood 2-0891.

KABL's Christmas guest

E. L. Roberts & Co., food broker of San Leandro, Calif., was the only paying customer KABL San Francisco had all day, Christmas. But the station didn't mind since it had arranged for the brokerage firm to buy all 24 hours of its programming.

The exclusive sponsorship began at midnight, Christmas Eve, with commercials specially developed by Compton Adv., San Francisco, and KABL's programming department. During the 24-hour period, officials of the food brokerage firm extended season's greetings, via tape, to members of the Northern California food industry.

NIELSEN

TOP 10 NETWORK PROGRAMS

Tv report for two weeks ending Dec. 4, 1960

TOTAL AUDIENCE (†)

Rank		Rating % U.S. Tv homes	No. homes (000)
1.	Wagon Train	43.3	19,572
2.	Gunsmoke	39.2	17,718
3.	Red Skelton Special	36.5	16,498
4.	Have Gun, Will Travel	35.2	15,910
5.	Rawhide	34.1	15,413
6.	77 Sunset Strip	33.0	14,916
7.	Ed Sullivan Show	32.6	14,735
8.	Untouchables	32.4	14,645
9.	Cheyenne	30.4	13,741
10.	Perry Mason	30.3	13,696

AVERAGE AUDIENCE (‡)

Rank		Rating % U.S. Tv homes	No. homes (000)
1.	Wagon Train	36.9	16,679
2.	Gunsmoke	36.5	16,498
3.	Have Gun, Will Travel	32.6	14,735
4.	Red Skelton Special	28.6	12,927
5.	Untouchables	28.1	12,701
6.	77 Sunset Strip	27.3	12,340
7.	Dennis the Menace	27.1	12,249
8.	Rawhide	27.0	12,204
9.	Perry Mason	26.4	11,933
10.	Andy Griffith	26.4	11,933

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.
(‡) Homes reached during the average minute of the program.

Copyright 1960, A. C. Nielsen Co.

Background: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Cheyenne (ABC-150): Union Carbide (Esty), P&G (B&B), Ralston (Gardner), Bristol-Myers (OBM), R. J. Reynolds (Esty), Peter Paul (DFS), Mon. 7:30-8:30 p.m.

Dennis the Menace (CBS-167): Kellogg (Burnett), Best Foods (GBB), Sun. 7:30-8 p.m.

Andy Griffith (CBS-177): General Foods (B&B), Mon. 9:30-10 p.m.

Gunsmoke (CBS-201): Liggett & Myers (DFS), Remington Rand (Y&R), Sat. 10-10:30 p.m.

Have Gun, Will Travel (CBS-164): Lever (JWT), American Home Products (Bates), Sat. 9:30-10 p.m.

Perry Mason (CBS-150): Colgate-Palmolive (Bates), Gulf Oil (Y&R), Sat. 7:30-8:30 p.m.

Rawhide (CBS-202): Philip Morris (B&B). National Biscuit (M-E), Bristol-Myers (Y&R), Drackett (Y&R), General Foods (B&B), Colgate-Palmolive (L&N), Fri. 7:30-8:30 p.m.

Red Skelton Special (CBS-172): U. S. Time (Doner), Wed., Nov. 30, 8:30-9:30 p.m.

Ed Sullivan (CBS-181): Colgate-Palmolive (Bates), Eastman Kodak (JWT), Sun. 8-9 p.m.

77 Sunset Strip (ABC-174): American Chicle, Whitehall (both Bates), R. J. Reynolds (Esty), Beecham Products (K&E), Fri. 9-10 p.m.

Danny Thomas (CBS-181): General Foods (B&B), Mon. 9-9:30 p.m.

Untouchables (ABC-179): L&M (M-E), Armour (FCB), Whitehall (Bates), Beecham Products (K&E), Union Carbide (Esty), Sunbeam (FCB), Thur. 9:30-10:30 p.m.

Wagon Train (NBC-186): R. J. Reynolds (Esty), Ford (JWT), National Biscuit (M-E), Wed. 7:30-8:30 p.m.

Researcher aid ▪ *Sources of Published Advertising Research*, a reference book for researchers seeking sources for hard-to-get advertising and marketing information has been distributed to members of the Advertising Research Foundation. The manual includes comprehensive lists of bibliographies, bibliographers, abstracting periodicals, directories, special libraries, and name and subject indexes.

Self-appraisal ▪ "If they don't know, who does?" seems to be the attitude of the Advertising Federation of America in announcing a campaign to make its services and activities known among uninformed practitioners of advertising. The AFA this month will launch a five-ad series to run in the advertising trade press. The ads, which are based on the theme "Advertising speaks for itself," were prepared by Bozell & Jacobs Inc., New York, under the supervision of Donald D. Hoover, head of eastern operations. Separate ads within the series will relate the major services provided by AFA and the Advertising Assn. of the West, the only organizations in the country that represent agencies, advertisers, media groups and suppliers.

Katz study shows slight increase in radio rates

Rates for national spot radio showed a slight increase in 1960 over 1959 as 1960 daytime rates rose 4% and nighttime rates only 2%, The Katz Agency, national representative, reported last week.

Katz, which incorporated this information in its latest "Spot Radio Budget Estimator," tablulated the cost of 12 one-minute announcements per week in 150 markets for three time periods: early morning-late afternoon (traffic time), daytime (other than traffic time) and evening. Rates used are those published in the November 1960 *SRDS Spot Radio Rates and Data*, and reflect package plans where available. In addition, the "Estimator" includes a formula for estimating the cost of 12 or 24 announcements per week for schedules ranging up to 52 weeks.

WOR-TV, Channel 9,

and

Seven Arts Associated Corp.

proudly announce

a major television event

WOR-TV has acquired a television exhibition license from Seven Arts Associated Corp. for Warner's "Films of the Fifties"—forty of Hollywood's finest feature motion pictures: all post-1950, twenty-six in color!

The purchase was made at an all-time high price of more than one million dollars.

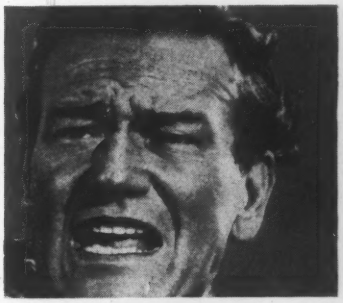
WOR-TV, the nation's #1 movie station, has added these outstanding films in-keeping with its continuing policy of programming the best in motion pictures!

To millions of New York TV viewers this historic acquisition represents a new high in motion picture entertainment. To advertisers, it represents a new peak in quality, audience-building programming.

WOR-TV CHANNEL 9
Owned and Operated by
RKO General, Inc.
A Subsidiary of
The General Tire & Rubber Co.

SAA SEVEN ARTS ASSOCIATED CORP.

Here are just a few of the great "Films of the Fifties":



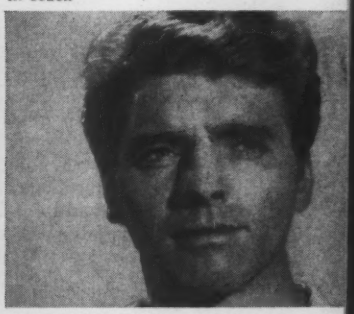
JOHN WAYNE
THE HIGH AND THE MIGHTY—1954 IN COLOR

KIRK DOUGLAS
THE BIG TREES—1952 IN COLOR

DORIS DAY
TEA FOR TWO—1950 IN COLOR

JIMMY DEAN
REBEL WITHOUT A CAUSE—1955
IN COLOR

ALFRED HITCHCOCK'S
STRANGERS ON A TRAIN—1951



BURT LANCASTER
THE CRIMSON PIRATE—1952 IN COLOR

GARY COOPER
SPRINGFIELD RIFLE—1952 IN COLOR

JUDY GARLAND
A STAR IS BORN—1955 IN COLOR

There'll be some changes made—maybe

LANDIS STYLE REVAMP OF FCC DEPENDS ON GREEN LIGHT FROM HILL

There are changes in view for the FCC under the incoming Kennedy administration.

These are all dependent on the Kennedy administration receiving Congress' blessing to reorganize the government.

But if such authority is given, then—

▪ The chairman of the FCC would be given more power, made much stronger in authority, and would have his allegiance directly to the White House.

▪ The commission would have its membership expanded to nine or perhaps more members. This is predicated on the assumption that since the present seven commissioners seem to have too heavy a workload to permit them to perform what has been described as their primary function (planning and policy-making), additional commissioners would alleviate that situation.

An enlarged FCC also would be able to break itself down into panels, permitting more expedition in the handling of cases.

▪ The FCC would be more strenuously "coordinated" with other agencies and departments of the federal government, especially in such a subject as advertising.

This, from irreproachable sources, is the thinking of the administrative experts in the Kennedy entourage. It is considered inherent in the report submitted right after Christmas to President-elect Kennedy by James M. Landis, former Harvard Law School dean, former chairman of the Securities & Exchange Commission and the Civil Aeronautics Board, and former member of the Federal Trade Commission (BROADCASTING, Jan. 2).

The Landis Report, a study made at the behest of Mr. Kennedy two days after his election, urged a revision of Washington's administrative agencies, including more centralization in the White House, White House offices on telecommunications, transportation and energy, and longer tenure for agency administrators.

The entire program is premised on the strong belief that Congress will give Mr. Kennedy power to reorganize government agencies.

Sen. John L. McClellan (D-Ark.) last week introduced a bill to give the Democratic President these powers. They would be subject to item vetoes by either house of Congress if objection is made within 60 days of their submission.

Joining Sen. McClellan as sponsor of the bill to reinstate the 1949 Government Reorganization Act were Sens. Hubert H. Humphrey (D-Minn.); Henry M. Jackson (D-Wash.), and Sam J. Ervin Jr. (D-N. C.).

The specifics of a revised FCC are already on paper, it was understood, but will not be made public until Congress acts on the reorganization bill.

The new chairman of the FCC, it was learned, is not expected to be one of the present commission members. He has been chosen, but his appointment may be delayed for strategic reasons.

This has to do with the Kennedy administration's relations with Congress.

Washington Stirred ▪ The Landis Report has stirred the Washington communications scene to a greater extent than almost any single event in recent years.

The consensus is that Mr. Landis' aims are fine but that some of his solutions are too severe.

There is some feeling, too, that he was too rough on the FCC.

Many of the ideas presented by Mr. Landis, it was pointed out, have been discussed and suggested at various times over the last 10 years among government experts, bar associations and political science seminars.

There was no quarrel with Mr. Landis' number one proposal—more capable administrators.

If Mr. Landis' idea is that the power to make decisions be delegated to lower echelon staff people, like examiners or bureau chiefs, it was pointed out, then it is important that personnel at that level also be upgraded.

The major complaint to Mr. Landis' idea was that there be an administrative overseer in the White House. This was considered a contradiction to his charge of pressures on administrative agencies.

"Landis charges that the FCC has been too subservient to Congress," one Washington lawyer said. "But this would make the commission even more subservient to the White House."

Another was more cynical. "What is this," he asked, "*ex parte* through channels?"

The idea of having an administrative director in the White House, plus the suggestion that there be a White House office on telecommunications, indicates not one more layer above the FCC, but two, according to one comment.

"Seems to me," it was observed, "this only makes for more inefficiency."

Grave doubt was expressed by many that the Landis idea of grants without full hearings could get by the courts. The FCC's experience in 1953 in attempting to contain the effects of the then new protest rule was used as one illustration of the court's unwillingness to permit other than full and comprehensive hearings.

Perhaps the most strident objections were directed to his suggestion that the administrative agencies belong under direct White House supervision.

Congressional Balk ▪ This will never get through Congress, was the consensus. Many of the committees on Capitol Hill now have a vested interest in the agencies, one legislative observer noted. "You don't think Magnuson and Harris are going to give up their 'control' over the FCC, do you?"

A veteran communications lawyer mused that formalizing the liaison with the White House was a presumptuous attempt to set up "tables of organization" where none are needed.

"In the Roosevelt and Truman days," this practitioner pointed out, "Larry Fly, Paul Porter or Wayne Coy (former FCC chairmen) saw the President every so often. Not to get marching

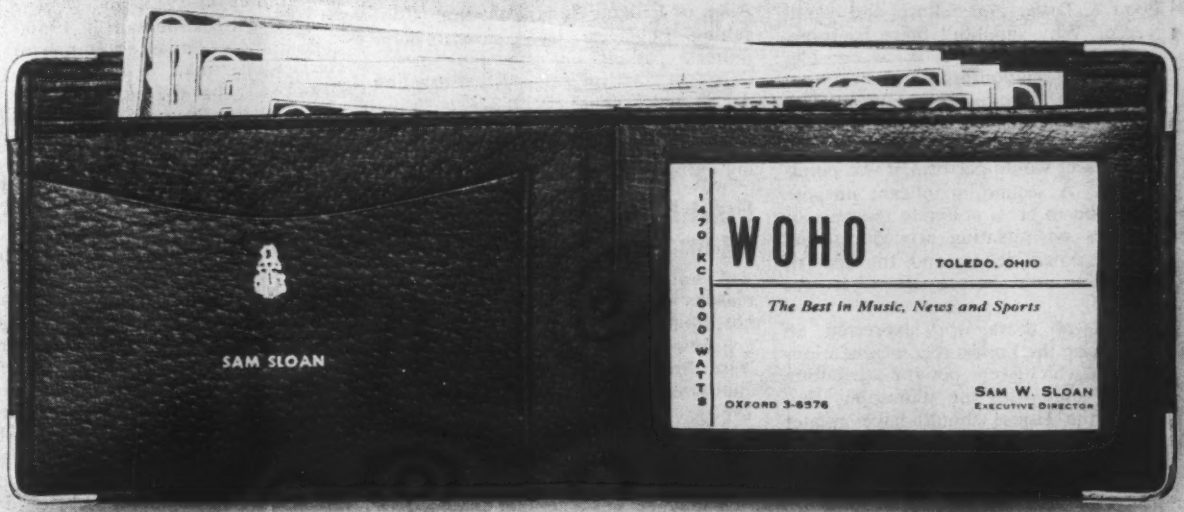
Goldwater would gag radio-tv on election night

The practice of broadcasting presidential election returns as soon as they are received would be banned under a Communications Act amendment proposed last week by Sen. Barry Goldwater (R-Ariz.). He feels the broadcasting of such election return news should be prohibited until midnight, eastern time, when most polls in the country would be closed.

The purpose of the temporary blackout, which would not apply to newspapers or news wire services, "would be to prevent voters in some areas of the country from being influenced by returns, predictions and projected trends which reach them via television and radio before they have voted," the senator said.

He believes his proposal does not affect the Constitutional guarantee of a free press. "It would merely require that the election results be postponed in the interests of fair play," he said. "I believe it would be a proper exercise of congressional authority to regulate interstate commerce."

In Toledo, WOHO has the Mutual advantage!



The Mutual advantage: local programming plus network news. And there's money in this formula. Example: WOHO, the Mutual station in Toledo. Let Sam Sloan, General Manager, tell you—"Our newscasts began to sell more readily since we used Mutual inserts on the hour and picked up Mutual network on the half-hour. Since then, sustaining newscasts have been practically nil." WOHO—one of the 400 local stations you get with your Mutual "buy"—does its own local programming designed to appeal to the local listener. Mutual adds to this programming authoritative world-wide news, commentary, analysis—a prestige showcase for your advertising message. That's why for advertisers, too, there's money in the Mutual advantage. Buy Mutual Radio—a good way to make every advertising dollar work harder.

MUTUAL RADIO

A SERVICE TO INDEPENDENT STATIONS

Subsidiary of Minnesota Mining & Manufacturing Company

orders, but to talk over policy and administration. But did McConnoughey or Doerfer see Ike? Either he was too busy or there was Sherman Adams to bar them." This was a Democrat speaking, naturally.

The use of the word "czar" to depict what Mr. Landis has in mind for the White House office of administrative oversight is completely erroneous, according to some who are close to the New York lawyer.

His recommendation that there be an office in the White House to "oversee' the regulatory agencies is for coordinating purposes, they point out.

The point he makes, they explain, can be illustrated by taking advertising on the air as an example.

"Surely the FCC is involved. So is the Federal Trade Commission, which is supposed to police advertising. But in the case of food and drugs, so are the Food & Drug Administration and the Dept. of Agriculture and perhaps the Dept. of Commerce.

"Today there is the loosest kind of coordination between the FCC and the FTC and virtually none at all with Food & Drug, Agriculture and Commerce. Why shouldn't there be someone whose business it is to consider these inter-relationships and bring together the administrators whose responsibilities cross each other?"

This is just one of the functions such an overseer would perform, it was pointed out. A second, significant purpose would be to cross-pollinate the various agencies on updating procedures and cutting down delays and the cost of doing business before them, it was stressed.

Most of those who expressed an opinion on the Landis recommendations —all of which were not for attribution —took issue with the philosophy that the White House should have greater supervisory powers over the so-called independent agencies. One old-line communications lawyer, however, expressed agreement with this viewpoint.

"After all," he said, "they've been floating around in limbo too long. They ought to belong somewhere, and the executive department is the only real place for them."

FCC Ire ▪ Several FCC sources were irate at Mr. Landis' reflections on that agency.

"He kept harping on the vhf-uhf situation," one said. "He doesn't know that at one time the FCC had a full vhf allocation for tv which covered 30 channels. This was before the war. The military took most of these away from us in World War II, and never gave them back to us."

A former FCC staff executive disagreed with Mr. Landis' estimate of the qualifications of the FCC staff.

"The competence is there," he asserted. "Only it's chained, held in check because the commissioners are so touchy about being accused of staff domination they rebuff any suggestions that seem unpopular."

Some of the Landis suggestions for improving the efficiency of the FCC are already underway, it was pointed out.

The commission is studying the possibility of dividing itself into panels in order to permit quicker action on cases. It is also considering revision of the law to make appeals to the full commission discretionary, instead of automatic as they now are.

Another vital procedural change under study is the use of summary decisions. This would permit the FCC to issue a grant without a hearing where one applicant was so superior to the others that there is no question about who would be chosen after a hearing. This too, requires legislation.

These studies were announced by FCC Chairman Frederick W. Ford in his year-end report two weeks ago (AT DEADLINE, Jan. 2).

It was pointed out that the Federal Communications Bar Assn. and the Assn. of Federal Communications Consulting Engineers have several committees working on revamping procedures in the interest of overcoming delays and expense.

An American Bar Assn. committee on administrative process is also working along these lines.

Paul H. Chapman Co. against sale control

A station broker last week listed 16 reasons why he thought the FCC should not adopt its proposed rule to require a licensee to operate his station for at least three years except in special circumstances (BROADCASTING, Dec. 12, 1960).

Paul H. Chapman, president of the Atlanta brokerage firm bearing his name, said that the net effect of the rule may be opposite that intended by the commission by decreasing the number of stations on the market. "By restricting the sale of properties . . . the commission would be restricting the supply," Mr. Chapman said. "To this extent there would be a lesser supply and consequently a higher price and profit on trading." The rulemaking should not be enacted for these additional reasons, he said:

It is based on unsound economics; it would unjustly favor the rich and discriminate against the poor; it would discourage local ownership, owner-operators and broadcasting careers; concentration of control may be a result; investment in stations needing financial rehabilitation would be discouraged; it may weaken rather than strengthen the law on transfers; it would be a step backward and discourage progress; delays caused by hearings could result in deterioration of service by stations involved.

"A businessman [station owner] should have the right to fail as well as succeed," Mr. Chapman pointed out. Comments in the rulemaking, designed to curtail trafficking in broadcast properties, are due Jan. 16.

WSPA-TV is subject of dual decision

In what amounted to a two-way decision, two FCC hearing examiners stated that Spartan Radiocasting Co. (WSPA-TV Spartanburg, S. C.) was qualified to hold a broadcast license but at the same time recommended that a 1954 grant to change WSPA-TV's transmitter site be set aside because of misrepresentations.

The decision came on a third court remand, on protest of WAIM-TV (ch. 40) Anderson, S. C., of ch. 7 WSPA-TV's transmitter move from Hogback Mountain to Paris Mountain. The station never constructed at the Hogback site, granted in 1953, and went on the air from Paris Mountain in 1956.

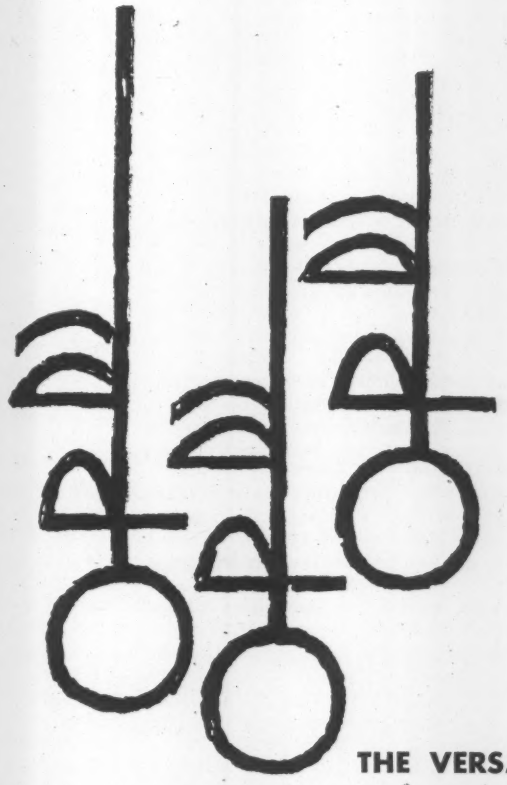
Examiners James Cunningham and Herbert Sharfman, in a New Year's decision, said that the past broadcast record of Walter Brown, Spartan president, and the company is "a commendable one . . . excellent." "It is held that Spartan has succeeded in overcoming the effect . . ." of misrepresentation, ruled by the court as to its proposed transmitter site, the examiners ruled. They said the record is marred by WSPA-TV's handling of the pay tv issue; "but against this one program shortcoming must be set a generally commendable broadcast record."

On the other hand, the examiners stated: "To say the least, there can be no question . . . that Spartan had no fixed intention to locate its permanent transmitter on Hogback. . . . The standard proposed by Spartan [for Paris Mountain interim operation] would sanction an inferior use. . . ."

Four issues in the hearing concerned network affiliations available to WSPA-TV from its original Hogback site with the principal contention being that the shift was made to secure a CBS-TV affiliation. Spartan failed to satisfy the examiners on all four issues and therefore it was recommended that the transmitter grant be set aside.

WSPA-TV now has an application pending to locate its transmitter on a third South Carolina mountain, Caesars Head. This application, along with WSPA-AM renewal, has been retained in the pending file until a final decision on the instant case. The am operation originally was renewed Nov. 30 but this action was set aside by the commission on the last work day of 1960.

DESIGN: ROD LAMBETH



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Getting down to cases on vhf drop-ins

REPLIES TO COMMENTS ON FCC POLICY CITE SPECIFIC MARKETS

Replies to comments in the FCC's "interim policy" proposals, easing mileage separation requirements and looking toward dropping in vhf tv stations in certain major markets, tended to concentrate on specific markets of interest to the respondent rather than on the overall allocation problem. Over 150 interested parties replied.

Ranks were drawn generally behind the position expressed in the comments filed September 1960 of the Assn. of Maximum Service Telecasters or the disparate one of ABC. The former had favored maintaining the *status quo* on mileage separation on grounds that otherwise service and reception would be degraded. ABC had urged the FCC's policy be immediately implemented (BROADCASTING, Oct. 3, 10, 1960).

Strong Dissent ▪ The Assn. of Maximum Service Telecasters, just as it did in original comments last September, again strongly attacked any plans to break down present mileage separations. AMST maintained that no comments submitted by other parties contradict the association's own data. "Indeed, the great bulk of the engineering data submitted by other parties (including those urging adoption of the commission's proposals) actually support AMST's position," it stated. "A fair and careful analysis and evaluation of all data before the commission in this case compels the conclusion that the overwhelming public interest requires the commission to adopt the position urged by AMST."

The tv association said that various parties have suggested short-spaced assignments for some 60 communities involving approximately 150 instances of individual short separations. Impact on existing service would be "staggering [creating] vast areas of interference" to existing stations, AMST claimed.

Included in the filing were maps and charts purporting to show how proposed vhf assignments in seven cities would result in interference and loss of service to existing stations. These included proposed assignment of ch. 13 to Grand Rapids, Mich.; ch. 11 Dayton, Ohio; ch. 3 Johnstown-Altoona, Pa.; ch. 7 Louisville, and ch. 12 to Wheeling-Steubenville. It was pointed out that service of 17 existing stations would be destroyed through interference over an area of 16,245 sq. miles if the proposals were adopted.

These figures, AMST maintains, "show beyond any doubt" that statements of ABC and others that mileage separations can be reduced without serious disruption of existing services are completely contrary to fact. Because of the "serious adverse consequences to the public's existing service" which would result if the commission's proposals are affected, the rulemaking should be terminated immediately, AMST stated.

If short co-channel or adjacent-channel mileage separations are made, the association said, it is essential that the commission designate specific markets and that the number be "very sharply limited." "Failure to so limit short-spaced drop-ins would lead to a wave of destructive and degrading interference to existing service throughout the country," it maintained.

ABC Reply ▪ ABC, a principal proponent of the commission's plan, said that AMST's history is one of "consistent opposition to any remedial allocations action" and its comment in the instant case is one of opposition to any additional tv stations. Additional vhf assignments should be made immediately in these 15 markets, ABC stated: Grand Rapids-Kalamazoo, Louisville, Syracuse, Rochester, Birmingham, Raleigh-Durham, Charlotte, Providence, Jacksonville, Wheeling-Steubenville, Baton Rouge, Knoxville, Johnstown-Altoona, Dayton and Toledo.

Opposition to vhf drop-ins has come almost exclusively from existing vhf stations fearful of competition or reduction in their services, ABC maintained, or from rural groups. "Both of these areas of opposition have been largely inspired by the AMST," the network stated. "The opposition to the commission's proposed interim policy is purely negative. Nowhere in the voluminous oppositions inspired by AMST is there a single constructive suggestion. No alternative is offered by which the commission might undertake to accomplish some improvement. . . ."

Continuing its attack on AMST, ABC said that the association's second line of defense is an attempt to place procedural and due process hurdles in the way of any effective interim action. "AMST's bald proposal to solve the tv allocations problem with proceedings and hearings and litigation, rather than with tv stations, is especially obnoxious since it comes at the end of a long period of delay and inaction to whose futility AMST has contributed not a little," the network charged.

"Surely it takes consummate gall for AMST to suggest that the commission should pile nine or ten more years (ABC's estimate) of delay on top of the seven that have already occurred," ABC continued. Also, the network maintained, the arguments of some that interim drop-ins will prejudice long-range solutions of the allocations dilemma are without merit.

NBC Brief ▪ NBC filed only a brief, five-page reply comment concerned principally with the many requests for channel assignments to individual cities, ranging "down in size to as few as 13,100 people." These requests, NBC said, point up two major dangers which must be avoided in any interim policy:

(1) Unless drop-ins are confined to major markets, they may degrade existing service to the public and also preclude an eventual rational choice among possible long-range solutions. "The commission should confine whatever exceptions may be made to its present basic allocations plan to situations where exceptional assignments are urgently needed," the network stated. "It should not attmept . . . to remedy all shortages of tv facilities in the U. S., or even many of the serious ones.

(2) Unless the commission designates the markets to which it will make drop-in assignments, it will be besieged with requests to whittle away at the basic allocations plan.

Many of the replies were directed at comments by Storer Broadcasting Co. which suggested assignment changes in seven geographical areas. The plan would add one vhf in 21 markets and two in four others. Those having vhfs in the affected areas cited lengthy engineering exhibits to refute the Storer proposal by showing interference and

Ike tv farewells

A television tribute to President Eisenhower will be presented Jan. 10 by NBC (10-11 p.m.) with leaders in international affairs and public life taking part. Vice President Richard M. Nixon, who originally had declined NBC's invitation to appear, changed his mind and taped his portion of the program at his Washington office. Herbert G. Klein, news secretary to the vice president, said Mr. Nixon agreed to take part when a later recording date was offered.

President Eisenhower is expected to make a farewell radio-tv address to the nation before leaving office Jan. 20. A definite time had not been selected as the weekend approached.

BALTIMORE BUSINESS IS GOOD!

OCTOBER 1960 AND OCTOBER 1959

1960	1959	ITEM	PER CENT CHANGE
$5,362,610	$2,333,390	Balto. City Bldg. Permits	+129.8%
22,184	11,944	Freight Car Loadings	+85.7%
457	362	Vessel Arrivals	+26.2%
198,400	175,500	Industrial Employment (Baltimore Area)	+13.0%
3,730	3,482	New Passenger Car Sales (Balto. City & County)	+7.1%
$2,015,287	$1,931,899	Post Office Receipts	+4.3%
454,050,000 (Kilowatt Hours)	438,014,000 (Kilowatt Hours)	Output of Electricity	+3.7%
53,189,752	51,518,804	Telephone Calls (Originating in Balto.)	+3.2%
150.01	146.68	Dept. Store Sales Index	+2.3%
$1,696,377,000	$1,673,861,000	Bank Clearings	+1.3%
$2,035,153,000	$2,009,333,000	Bank Debits	+1.3%

Statistics reprinted through the courtesy of the Baltimore Association of Commerce.

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CHANNEL 2

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reduction of population served that would result.

Others claimed Storer's proposals were "without merit," because they would disrupt too many existing facilities. Many of the cities in which Storer had suggested drop-ins did not need another channel, broadcasters with stations in the same city claimed.

Many replies noted that a large number of comments had not dealt with the FCC's proposal but had been confined to specific allocation requests that should be more properly handled in rulemaking petitions. Some respondents merely noted the point; others went on to say that since that was the trend they too had specific allocation sentiments and expressed them.

Several comments suggested that if the commission wishes to make sweeping allocation changes and to set new standards for spacing of co-channels and adjacent channels, it should do so in a market pre-planning case instead of on an *ad hoc* basis. This position was also set forth by AMST.

In many cases respondents who currently operate vhfs in major markets said they would request full evidentiary hearings before allowing the FCC to modify their existing facilities. They then submitted engineering reports to demonstrate how substandard spacing would adversely affect them.

Westinghouse Broadcasting Co. said that many of the replies were "not responsive" to the FCC's notice and were merely requests for new or revised specific allocations. To obtain three v's in major markets, it suggested, the commission should institute rulemaking in those specific instances it wished to consider. It asked the FCC to adopt specific proposals rather than an "interim policy," and went on record as favoring the present adjacent-channel separation of 60 miles.

Corinthian Broadcasting Corp. and Transcontinent Television Corp. backed the AMST position that no change should be made in present co-channel and adjacent-channel mileage-separation requirements. If change should be needed in the commission's opinion, they said, it should be "held to an absolute minimum." Corinthian objected

Sec. 315 may have a short-lived future

Three developments, as Congress reopened for business last week, gave evidence that Sec. 315 of the Communications Act is due for a lot of attention during the new session.

▪ A special House Campaign Expenditures Subcommittee suggested that "the case to eliminate Sec. 315, altogether, should be fully explored" in view of the unprecedented benefits which resulted from Congress' loosening of the statutory shackles on broadcasters during the 1960 election campaigns.

▪ Chairman Warren G. Magnuson (D-Wash.) of the Senate Commerce Committee, who has said he plans to introduce legislation to make permanent the temporary suspension of Sec. 315 in the case of presidential and vice presidential nominees, hinted there's at least a possibility that he might "go even further"; namely, propose outright repeal of the section.

▪ The three-man Watchdog Subcommittee headed by Sen. Ralph W. Yarborough (D-Tex.), and which has been compiling complaints and gathering other data on broadcaster behavior under the loosened restrictions of the 1960 election campaign, was scheduled to meet last Friday morning to act on Sen. Yarborough's proposals to hold hearings with broadcasting industry and other witnesses later this month.

The special House committee, headed by Rep. Clifford Davis (D-Tenn.), held hearings last month to examine the possibilities for reducing the high cost of political campaigning and to consider whether the conventions - to - election - day campaign period should be shortened. Robert W. Sarnoff, NBC board chairman, and Frank Stanton, CBS president, asked the group for outright repeal of Sec. 315 both as a way of holding down campaign expenditures and as a recognition of broadcasters' journalistic maturity in staging the "Great Debates" between candidates Kennedy and Nixon on the tv and radio networks. ABC President Leonard Goldenson urged continuation of the 1960 suspension in future presidential election years.

Important Results ▪ The committee last week seemed to agree with Messrs. Sarnoff and Stanton. "Such important results" followed a 1959 amendment of Sec. 315, which exempted news and panel broadcast programs from equal time demands by fringe party candidates, and the temporary suspension covering presidential-vice presidential nominees, which made possible the "Great Debates," that "the committee now feels the case to eliminate Sec. 315, altogether, should be fully explored," its recommendations said.

Deserving of specific mention, the committee said, is the fact that the party presidential nominees occupied more radio-tv time on a non-cost basis than that for paid political broadcasts and thus were able to hold the line on campaign expenditures while enjoying greater broadcast exposure than ever before.

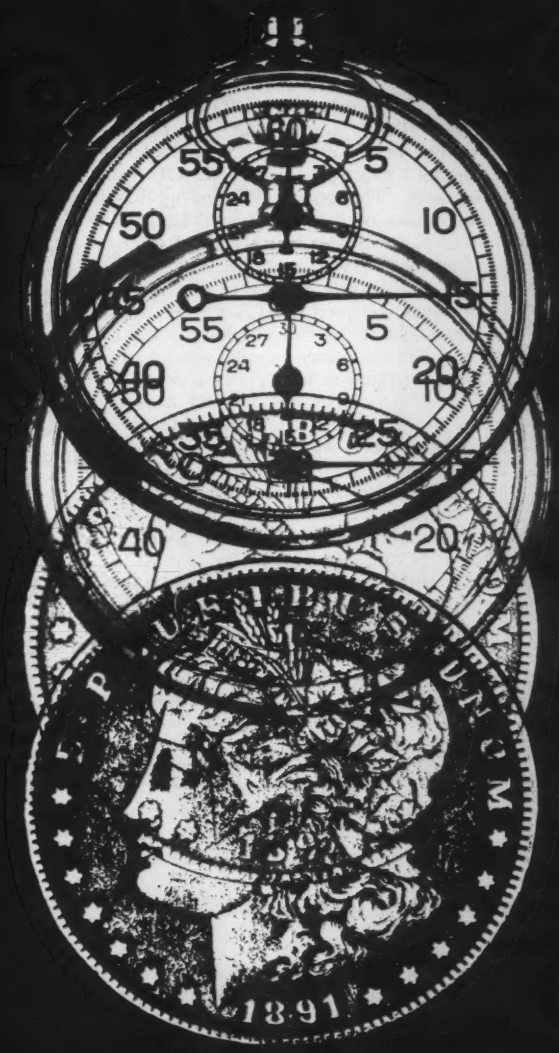
The partial suspension expanded broadcaster freedom "to function as enterprising and responsible guardians of a major medium of journalism," while the value of network news and interview programs and the "Great Debates" saved the parties "many millions of dollars," the report said.

"It is also a pleasure to note that the candidates of both major parties appear to have been presented in a commendably impartial manner," the committee said, adding: "For the reasons stated, the committee feels that the whole matter of Sec. 315 should be fully and completely reviewed."

Laudable ▪ The committee said it wants to mention, however, that while the national networks "have displayed laudable maturity and responsible journalism, it is possible that removal of the protection of Sec. 315 for candidates on the local level might, in some instances, lead to abuse by individual stations.

Sen. Magnuson, in discussing his proposed bill, said it will be introduced "pretty soon" and that whether he asks for outright repeal will be determined after he talks with others. What is most probable, however, is that he'll ask initially that the 1960 suspension be made permanent, then change the bill later to provide for outright repeal if this seems advisable.

Sen. Yarborough, whose Watchdog Subcommittee is scheduled to make its report by Feb. 1, said the document (which reportedly will run more than 8,000 pages) has run into printing difficulties, but he hopes it will be published on time. The report will include complaints concerning the 1960 political campaign coverage by networks and stations, gathered from information furnished by broadcasters (the subcommittee queried them), the FCC (which queried broadcasters, too) and others. It also will include amounts of time made available to candidates by broadcasters, both paid and unpaid, and broadcaster policies and practices in handling political broadcasting, as ascertained by the FCC questionnaire.



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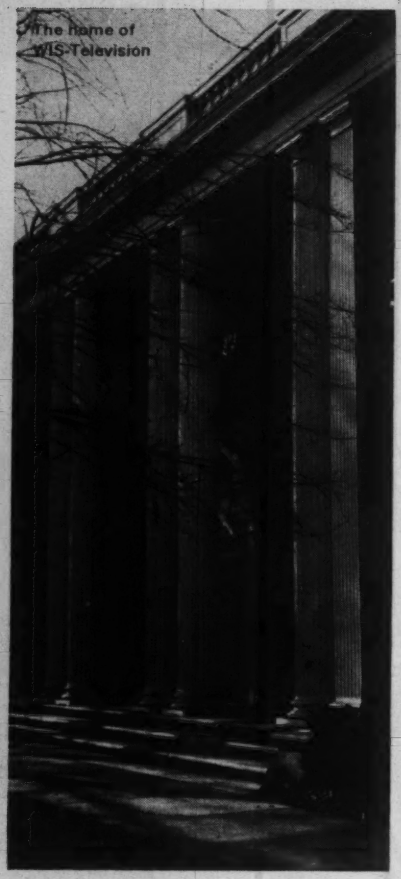

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The 257,961 people who make WIS-Television's home market the state's largest metropolitan area (and a close second in the *two* Carolinas after a 38.1% increase in the 1960 Census) give Channel 10 their major time and attention, not to say devotion. This adds up to a 78.5 share of audience, says ARB (March 1960). And throughout South Carolina, WIS-Television's 1526-foot tower, tallest in the South, delivers *more* of the state, *more effectively* than any other station. In short, South Carolina's major selling force is

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WIS-Television,
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WIS Radio,
560, Columbia, S.C.
WSFA-TV,
Channel 12, Montgomery, Ala.

BCS

specifically to the comment by McHenry T. Tichenor (KGBT-TV Harlingen, Tex.) asking that ch. 11 be dropped in to Austin, Tex., at a 54-mile channel shortage from KHOU-TV Houston. The company also opposed assignment of a v to Muncie, Ind., on grounds it would adversely affect established uhf service and the drop-in of ch. 5 to Houston because of co-channel shortages between KALB-TV Alexandria, La., and KENS-TV San Antonio, Tex. Transcontinent made similar requests in relation to suggested drop-ins in areas in which it operates vhf stations on grounds that separation shortages would cause a decrease in its service.

Capital Cities Broadcasting Co. said it had felt the comments were supposed to be general so it had not brought up its contention that its WTEN (TV) Albany, N. Y., operates under a marked competitive disadvantage. It complained that other comments had not restricted themselves in this manner and pointed out that five parties had advanced proposals which would affect operation of one or more Capital Cities stations. "While these proposals are demonstrably unsound from an engineering standpoint, they are legally inappropriate in this general proceeding," the company stated, adding it would refrain from comment until such time as the FCC gives the proposals consideration.

Newhouse Broadcasting Corp. recommended the FCC "make the present vhf-uhf allocations work," instead of changing policy. It further suggested that the commission call a public investigatory hearing inquiring into the pros and cons of all-channel receivers, not unlike its color standards hearing. Then manufacturers would cooperate to produce sets with vhf and uhf receivers and broadcasters would actively seek uhf allocations, Newhouse predicted.

In many instances permittees of uhf stations in certain markets replied to comments that the commission should drop a v in that market instead of the u they hold. They indicated they would then apply for that v. In most cases proponents of this argument said that operation of a uhf outlet in that market was economically unfeasible.

Other Replies ▪ Some parties filed replies that had not originally filed comments. Their reasoning in essence was "If the commission is considering allocations in our market, here's what we want." Or in other cases, "These comments endanger our current facilities and we oppose them on these engineering or public service grounds."

Some small companies favoring specific grants quoted the suggestions of the networks, Storer and other large companies in favor of adoption of the commission's interim policy, and stated that AMST was chronically opposed to change it represented established tv stations and that the FCC should discount this opposition for that reason.

The other side of that coin was expressed by those whose facilities would be imperiled by drop-ins if the policy were adopted. They claimed that the commission's plan was similar to that proposed by ABC and said although that network would benefit, the public interest would suffer.

The Joint Council on Educational Television rapped the similarities between ABC and FCC proposals and opposed any change in current spacings. If changes are to be made, it argued, the channels dropped in should be reserved for noncommercial educational use.

Triangle Stations liked the FCC idea of a third v in certain major markets, but agreed with AMST that the commission should institute a single preplanning procedure in which it would designate in advance the specific markets to which short-space assignments would be made.

The instant rulemaking proceeding was instituted in January 1960. Comments were first called for the following April but the deadline was extended on different occasions because of the difficulty in obtaining new, proposed propagation curves. Original comments were submitted last Sept. 30 and the matter now is before the commission for final action.

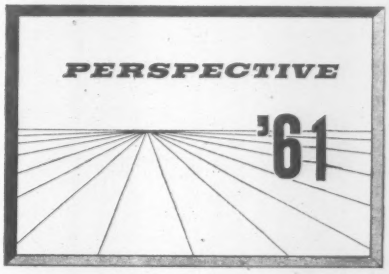
Temperance charges denied

Charges by a temperance leader that portions of the inaugural ceremonies for President-elect Kennedy Jan. 20 would be sponsored by beer advertisers were officially denied last week by Samuel C. Brightman, publicity director of the inaugural committee. The charges had been made by Erwin F. Bohmfalk, president of the National Temperance League. The major networks will have sponsors for coverage of the inaugural parade and ball but the inaugural committee will review commercials for good taste (BROADCASTING, Dec. 19).

Another extension for jury

A third lease on life was given last Thursday (Jan. 5) to the New York grand jury that was formed July 4, 1960, to examine testimony of tv quiz show winners before an earlier grand jury. An application by the district attorney's office to advance the jury's life to April 28 was approved by Judge Charles Marks. The four-month extension is the latest of a series. Originally scheduled to terminate Oct. 28, 1960, the jury was extended to Dec. 1, 1960 and then until Jan. 6.

ANNOUNCING



(PUBLICATION DATE: MONDAY, FEBRUARY 20 ISSUE)

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Thanks to your response, classrooms grew where there had been none before. More kids went to college. Untold forest fires went unlit, and many people riding the highways owe their lives to the safety program.

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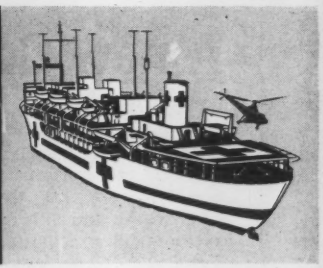


HOPE

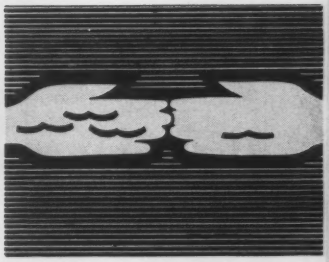
BETTER SCHOOLS BUILD BETTER COMMUNITIES

BETTER SCHOOLS

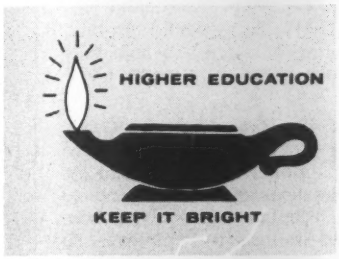
MENTAL HEALTH

VOTE

CONTRIBUTE—WORK—VOTE



RELIGIOUS OVERSEAS AID



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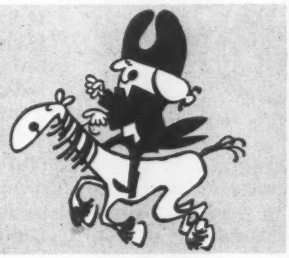
CONFIDENCE IN A GROWING AMERICA

RADIO FREE EUROPE FUND

RELIGION IN AMERICAN LIFE



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A new Congress—but with familiar overtones

The 87th Congress has been in session less than a week, but the flow of bills is rapidly approaching flood-tide proportions. Here, in capsuled form, are those affecting broadcasting and allied fields. Most are identical to measures submitted in the 86th Congress.

HR 14. Rep. Oren Harris (D-Ark.)—to guard against improper influence on regulatory agencies, insure proper ethical standards of those in or before agencies, prohibit "of-the-record" contacts where hearings are involved and clarify power of President to remove agency members for cause. Commerce Committee. Jan. 3.

HR 132. Rep. Kenneth A. Roberts (D-Ala.)—to provide up to $1 million to each state in matching grants to build educational tv stations and $10,000 to each state to develop educational tv programs. Commerce Committee. Jan. 3.

HR 145. Rep. Byron G. Rogers (D-Col.)—would allow the Federal Trade Commission to enjoin practices for which it seeks a cease and desist order pending disposal of an FTC complaint. Commerce Committee. Jan. 3.

HR 177. Rep. Francis E. Walter (D-Pa.)—provides that each member of the bar of a state's highest court or of a Federal court shall be eligible to practice before all administrative agencies. Judiciary Committee. Jan. 3.

HR 178. Rep. Francis E. Walter (D-Pa.)—would provide legal authority for blacking out professional major league baseball, football, basketball and hockey games telecasts in minor league cities on days the home team is playing. Judiciary Committee. Jan. 3.

HR 323. Rep. John W. Byrnes (D-Wis.)—same as HR 178. Judiciary Committee. Jan. 3.

HR 351 Rep. Dante B. Fascell (D-Fla.)—designed to prevent improper influences on federal agencies, with penalties for those who would influence and those influenced. Judiciary Committee. Jan. 3.

HR 465. Rep. Hale Boggs (D-La.)—same as HR 965.

HR 965. Rep. Oren Harris (D-Ark.)—to provide federal grant of $1 million to each state for educational tv. Commerce Committee. Jan. 4.

HR 1118. Rep. J. Arthur Younger (R-Calif.)—to set up a system of fees to be charged by federal agencies to applicants. Commerce Committee. Jan. 4.

HR 1126. Rep. J. Arthur Younger (R-Calif.)—to create a Department of Transportation & Communications and prescribe its functions. Government Operations Committee. Jan. 4.

HR 1149. Rep. John H. Dent (D-Pa.)—to prohibit advertisement of imported products unless ad discloses fact they are imported. Commerce Committee. Jan. 4.

HR 1162. Rep. Oren Harris (D-Ark.)—to set up a three-man Frequency Allocation Board in the executive branch to study, plan and allocate radio frequencies between federal and non-federal users; to set up a Government Frequency Administrator in the executive branch to study and allocate frequencies among federal departments and agencies. Commerce Committee. Jan. 4.

HR 1164. Rep. Oren Harris (D-Ark.)—would bring tv and radio networks under FCC regulation by requiring "operating certificate" for networks with proscriptions against illegality in programs, failure to exercise control over matter broadcast, giving unfair advantages in matter broadcast to products or services in which network has interests and making contracts with affiliates inhibiting latter's operations in public interest. Commerce Committee. Jan. 4.

HR 1165. Rep. Oren Harris (D-Ark.)—would (1) restrict trafficking in and acquisition of stations without FCC public interest finding by: eliminating ban against Avco rule, requiring minimum three-year operation by licensee, requiring local public hearing where only one prospective purchaser is involved (but FCC could approve transfer without hearing in such a case if its states and publishes reasons no hearing is necessary). Commerce Committee. Jan. 4.

HR 1207. Rep. Abraham J. Multer (D-N.Y.)—would make it unlawful for broadcasters to make unauthorized deletions from certain material submitted for broadcasting. Commerce Committee. Jan. 4.

HR 1234. Rep. Samuel S. Stratton (D-N.Y.)—to discourage FCC grants to persons who have criminal records. Commerce Committee. Jan. 4.

HR 1728. Rep. Cleveland M. Bailey (D-W. Va.)—would prohibit the charging of a fee to watch telecasts in the home. Commerce Committee. Jan. 4.

HR 1748. Rep. Emanuel Celler (D-N.Y.)—to authorize the FCC to make conditional one-year broadcast grants on license renewals and to consider whether licensee has consented to failure by employes to disclose whether payments have been made for broadcast. Commerce Committee. Jan. 4.

H. Res 27 and 28. Rep. Martha W. Griffiths (D-Mich.)—to amend House rules to open House chamber and committee deliberations to radio and tv and still cameras. Rules Committee. Jan. 4.

HJ 27. Rep. Charles E. Bennett (D-Fla.)—to establish a Commission on Ethics in the federal government to interpret the code of ethics for government service. Post Office & Civil Service Committee. Jan. 4.

Majority support Providence ch. 6 drop-in

FCC ALSO GETS REPLIES TO GRAND RAPIDS COMMENTS

Amidst the flurries of reply comments on mileage separation and vhf drop-ins at the FCC last week (see story page 46) the ancillary issue of proposed channel allocations in the Grand Rapids, Mich., and Providence, R. I., markets also received attention in separate replies.

The FCC asked for comments on a proposal to delete ch. 6 from New Bedford, Mass., and drop it into Providence as that city's third vhf tv station. (BROADCASTING, Oct. 10, 1960).

Thirteen parties filed comments with only two opposing the change and two suggesting a counterproposal to delete ch. 3 (WTIC-TV) from Hartford, Conn., add it in Providence and give Hartford either ch. 24 or ch. 46. Several of the replies opposed the counterproposal.

WTIC-TV Hartford protested the plan to remove its facility from Hartford, requesting that the commission summarily dismiss that proposal on grounds it is irrelevant to the issues of the rulemaking as proposed. The company submitted three bound replies of some 80 pages each, giving engineering and programming reasons why it should remain where it is.

WGBH-TV Boston, etv station on

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ch. 2, opposed the move of ch. 3 to Providence because of short spacing on an adjacent channel. It urged that ch. 3 be retained in Hartford.

Assn. of Maximum Service Telecasters filed against any channel shift, but urged the FCC, if it is disposed towards adding ch. 6 in Providence, to wait for a final decision in its interim policy docket. It opposed the suggestion moving ch. 3 to Providence because of short spacing with WGBH-TV and WBZ-TV Boston. It opposed bringing ch. 6 to Providence because it claimed service would be degraded through short spacings with WRGB (TV) Schenectady, WCHS-TV Portland, Me., and WHDH-TV Boston.

Hold Similar Views ▪ WRGB and WCHS-TV each filed oppositions to the shift to Providence on the same grounds advanced by AMST.

The proposal to delete ch. 3 from Hartford was repeated in the replies by its original proponents, WWLP (TV) Springfield, Mass., and WHNB-TV New Britain, Conn., in order to deintermix Hartford. WKNY-TV Kingston-Poughkeepsie, N. Y., joined them in requesting deintermixture of the Connecticut Valley area. The stations did not disapprove the immediate question at hand—that of shifting ch. 6 to Providence—provided it would be reserved for educational use.

The Joint Council on Educational Television requested that ch. 6 be shifted to Providence and reserved for noncommercial educational use. It said that it would not be in the public service to operate a uhf etv station in that vhf market.

Three parties who stated they would wish to apply for the ch. 6 facility if it moved to Providence urged the commission to expedite such a move. One prospective applicant said he favored the shift of ch. 6 to Providence over that of ch. 3 since the latter would require a lengthy hearing.

ABC, in line with its position in comments on the FCC drop-in policy, urged the FCC to make the move of ch. 6 promptly.

The Michigan Case ▪ In the rather more complicated Grand Rapids rule-making, replies were received on the comments made to several FCC allocation proposals for that area. Among the issues was which vhf channel, if any, should be dropped into Grand Rapids.

In the replies, proponents of each of the suggested solutions reiterated their positions and sniped at positions put forth by rivals.

Atlas Broadcasting Co., licensee of WMAX-AM-FM Grand Rapids, says that more vhf service is badly needed in the market and for engineering reasons requests ch. 13 at substandard spacing. The company said the action should be instituted immediately rather than after a final decision on overall drop-ins has been reached. Atlas refuted the claim of Fetzer Broadcasting that assignment of ch. 13 to Atlas will cost WWTV (TV) Cadillac, Mich., a great deal of money and inconvenience. It was also against proposals to assign only an educational vhf channel in Grand Rapids.

ABC supported Atlas' position.

Four respondents also urged the grant of ch. 13 to Grand Rapids but said the FCC should insist it be put in at standard spacing—not at a reduced mileage separation from existing stations. These were: WJIM-TV Lansing, Mich.; WOOD-TV Grand Rapids; WTOL-TV Toledo, Ohio, and West Michigan Telecasters Inc., which announced its intention to apply for the new channel if it is allocated there.

Claims Great to Service ▪ Storer Broadcasting Co. said it would be premature of the FCC to go into the Grand Rapids matter before final decision in its overall interim policy. It said that dropping in ch. 13 at Grand Rapids at substandard spacing and also adding ch. 13 at Alpena, Mich., as suggested would so seriously affect operation of Storer's WSPD-TV Toledo, Ohio, and Crosley Broadcasting's WLWI (TV) Indianapolis, both ch. 13 outlets, that the four stations would then serve 471,194 fewer persons than are now served by WSPD-TV and WLWI alone. Storer favored the *status quo* in the Michigan market, but suggested if the FCC feels a change is required that it put in ch. 13 in Grand Rapids at standard spacing. If the commission feels substandard spacing is required, Storer's alternative is to put ch. 11 in Grand Rapids and grant the Joint Council on Educational Television's request for an etv station on ch. 9 in Cadillac, Mich.

Crosley filed a reply supporting the Storer position, generally, particularly that reduction of service of WLWI should not be allowed.

WLPA (TV) Alpena, Mich., urged the FCC to make its allocation there before deciding the interim policy question. It recommended putting ch. 13 in Grand Rapids and giving it ch. 11 in Alpena in place of its currently assigned ch. 9.

AMST took a position similar to that in the general allocation proceeding, asking that the FCC not assign any channel at substandard spacing. If the commission feels there is an urgent need for such a drop-in at less than minimum mileage requirement spacing, it should defer action until the entire drop-in and interim policy proceedings have ended, AMST said.

Fetzer Broadcasting Co. took issue with some comments which maintained that Grand Rapids was more closely allied with Muskegon, Mich., than with Kalamazoo. Fetzer stated its WKZO-TV Kalamazoo also serves Grand Rapids. Fetzer's comments urged ch. 11 be allocated to Grand Rapids rather than ch. 13.

HARRIS WON'T TAKE NO FOR AN ANSWER

He re-introduces network regulation, trafficking bills

Chairman Oren Harris (D-Ark.) of the House Commerce Committee last week introduced legislation aimed at licensing and regulating networks and prohibiting so-called trafficking in station licenses. He thus took the first step toward redeeming his promise, made last year, to hold committee hearings on the two issues. His bills on network licensing (HR 1164) and station property transfers (HR 1165) represent two of the most formidable threats facing broadcasters this year.

Committee hearings on network licensing and regulation are assured in the Senate, too. Sen. John O. Pastore (D-R.I.), chairman of the Communications Subcommittee, has, like Rep. Harris, committed himself to holding hearings on the subject.

The substance of Rep. Harris' proposed legislation is not new. His proposals were originally introduced last year when he tied them together in a single measure. But the House Commerce Committee did not report last year's proposals to the floor and Rep. Harris explained the reason as being that hearings had not been held.

The network regulation bill would bring radio and television networks under FCC regulation by requiring them, like individual stations, to apply for operating licenses. They would be required to exercise control over broadcast matter and would be prohibited from giving unfair advantages in broadcasts to products or services in which they might have interests. The bill would also make it illegal for a network to enter into a contract with an affiliate that would inhibit the latter's operation in the public interest.

The anti-trafficking bill would remove the ban against the old Avco rule, require licensees to operate their stations for a minimum of three years and require a local public hearing in transfer applications where only one prospective purchaser is involved. The last provision is qualified to the extent that it would permit the FCC to approve the transfer without a hearing if it publishes the reasons it feels a hearing is not needed.

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HARRIS' FINAL OVERSIGHT REPORT:

Re-emphasis on a needed permanent control agency

Final report of the House Legislative Oversight Subcommittee contained no surprises and pretty much followed the script of earlier staff recommendations for the FCC and radio-tv (BROADCASTING, Dec. 26, 1960).

Chairman Oren Harris (D-Ark.) and his subcommittee (Democrats John B. Bennett, Mich.; William L. Springer, Ill.; Steven B. Derounian, N. Y.; Samuel L. Devine, Ohio; and Republicans Peter F. Mack Jr., Ill.; Walter Rogers, Tex.; John J. Flynt Jr., Ga.; John E. Moss, Calif.) submitted their final views, with strong minority dissents on non-broadcast matters, to the new 87th Congress last Tuesday (Jan. 3).

As in the earlier staff report, the full committee recommends a regular Subcommittee on Federal Administrative Agencies to replace the Oversight Subcommittee which expired with the new Congress.

The report also recommends regulation of networks, measures to prevent trafficking in licenses, further study as to use of ratings in overall programming policy of stations and a closer examination of programming at renewal time by the FCC.

Delay is the most critical problem in government by commissions, the congressmen said. "Improper influence thrives on delay. So also do excessive costs and volume of record," the report stated. "The chief factors contributing to mounting administrative commission backlogs are lack of clearly defined and published standards and policies; lack of planning for future technological developments in the industries being regulated; excessive interventions; cumbersome procedures; absence of incentives for speedy decisions . . . and the necessity for certain commissions to perform the conflicting statutory duties of promotion and regulation."

Hearings of the subcommittee, principally panel discussions in 1959, indicate a variety of remedies, it was pointed out. "The time has now come for Congress to utilize this data in drafting necessary legislative measures and, through the recommended regular subcommittee, to exercise continuing watchfulness over agency operations," the report continued.

The FCC is criticized for ". . . little or no forward planning for the infinitely increased range of communications now being developed as the result of space exploration and study." (Note: In this regard, the commission has recently appointed Paul M. McDonough, formerly administrative assistant to the chairman, to work in development of space communications policies.)

A Landis Conflict? ▪ No direct mention is made of the recent study and recommendations on regulatory commissions prepared by James M. Landis under mandate of President-elect Kennedy (BROADCASTING, Jan. 2, also page 42). However, the report "recognizes that effective reform of the administrative process requires teamwork between the executive and Congress. . . . It would be tragic to have a conflict develop between the executive and Congress over the question of which branch has supreme control over the federal agencies."

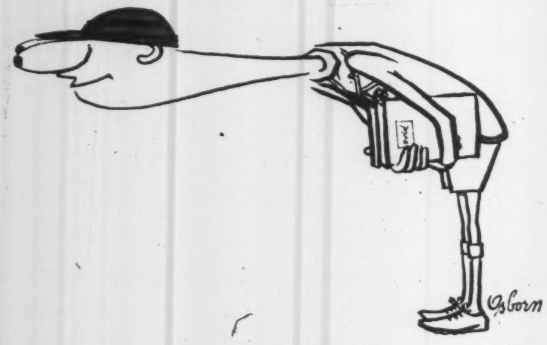
The FCC and other agencies, it was pointed out, exercise powers delegated to them by Congress and Congress has the constitutional responsibility of supervising and overseeing their operations. One recommendation, designed to remove an area of alleged executive influence over the agencies, was that the Budget Bureau's power to censor agency appropriations requests be removed.

Rep. Harris promptly carried out one recommendation in his own report. He re-introduced a bill (HR 14), titled "Independent Regulatory Agencies Act of 1961," which prescribes ethical standards of conduct for agency proceedings and bans improper *ex parte* contacts. The same measure, then HR 12731, was approved by the House Commerce Committee during the 86th Congress but was not acted upon by the House or Senate during 1960.

Minority Views ▪ The Republican members of the subcommittee claimed that the earlier staff report was ". . . unfair, unjudicial and beneath the dignity of a congressional committee. . . . We want to completely disassociate ourselves from, and disclaim any responsibility for, the so-called staff report." The minority principally objected to conclusions drawn and charges made against the Interstate Commerce Commission and Civil Aeronautics Board ". . . without having afforded the accused their day in court."

The four Republican members said that "perhaps the most shocking political whitewash to come out of a congressional committee in many years is that which is accorded Thomas G. Corcoran." Hearings were held on the role Mr. Corcoran played in a matter before the Federal Power Commission and both the staff and subcommittee report said that his actions were proper

Ironically, in his appearance before the subcommittee, Mr. Corcoran's legal counsel was former Rep. Joseph P. O'Hara (R-Minn.), member of the subcommittee until his retirement from Congress in 1959.



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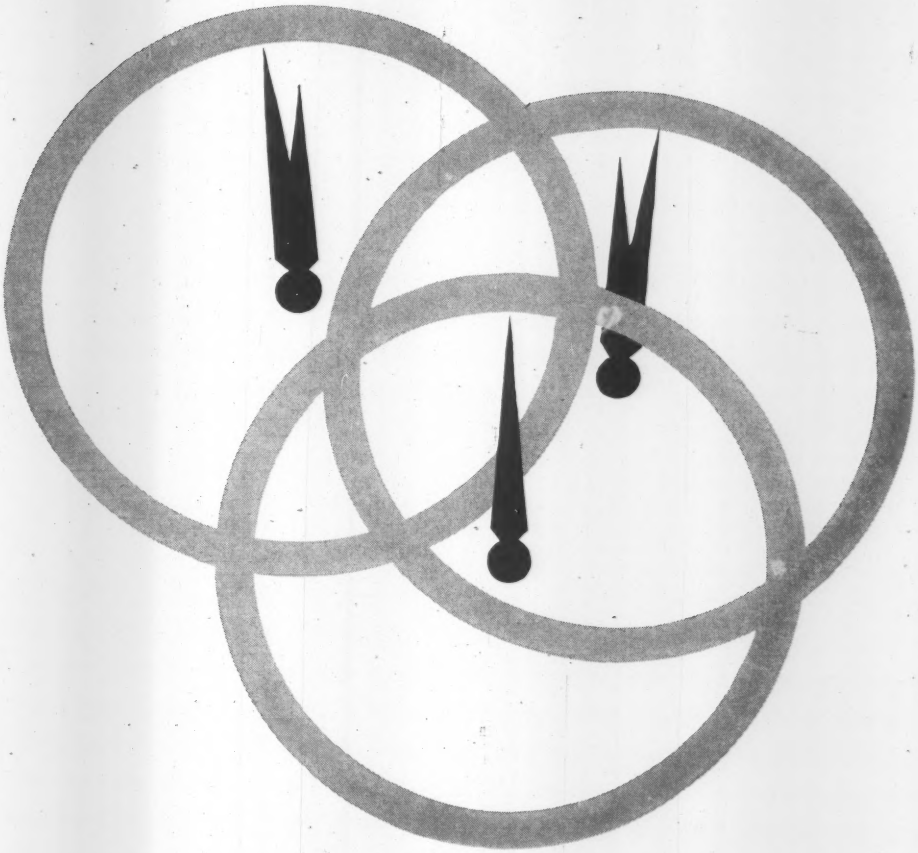

A SNEAKY PROBLEM FOR TIME BUYERS

On Friday, April 1, 1898, three new clocks were all started at precisely twelve noon. At noon the next day clock A recorded the correct time,* clock B had gained one minute and clock C had lost one minute. This state of affairs was allowed to continue without correction. When (date and time of day) were all three pairs of hands again pointing at the same moment to twelve o'clock?

Solve this time-consuming problem and win a copy of Dudeney's "Amusements in Mathematics"—Dover Publications, Inc., N. Y. If you have a copy, say so and we'll provide another praiseworthy prize.

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* You could see this one sneak up: When you have time-buying problems on your hands in the Washington market, we modestly request you to remember that WMAL-TV's audience is bigger than anyone else's during those *valuable* hours—6 p.m. to midnight, all week. (ARB November, 1960).

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Can rep firms really serve competing media?

MOST SAY YES AS THEY DISAGREE WITH FRANK MILLER

Headley-Reed Co.'s going-out-of-business statement that no rep can serve two masters — both broadcasting and newspapers — appeared to find little support last week among other station representation companies.

There were some dissents, but the consensus found in a spot check of leading representation authorities was that while television and newspapers obviously are competitive media, they are no more so—and no more impossible to handle within the same sales company — than, say, television and radio. The one condition that was uniformly specified was that newspapers and radio-tv should be sold by different organizations or divisions, not by the same salesmen.

The idea that both media cannot be sold unstintingly within a single company had been advanced by Frank Miller Sr., president of the Kelly-Smith newspaper representation firm, in explaining why Kelly-Smith decided to sell Headley-Reed, its radio-tv sales subsidiary. The Bolling Co. bought Headley-Reed, effective Feb. 1, at a price reported to be in excess of $500,000 (AT DEADLINE, Jan. 2).

Competition Stiffening ▪ Mr. Miller said broadcasting and newspapers "are becoming more and more competitive" and that it is no longer possible for a newspaper sales representative to hold an interest in a radio-tv representative "and continue to put forth full efforts in newspapers' behalf." He said Kelly-Smith, which founded Headley-Reed as a radio division in 1936, would henceforth "sell newspapers in the most effective manner possible, as it has for better than 50 years."

Headley-Reed's departure will leave two companies operating as major forces in the representation of both radio-tv stations and newspapers. They are The Katz Co. and the Branham Co., both of which conduct their broadcast and newspaper operations through completely separate departments or divisions.

Katz officials declined to comment formally on the Miller statement and Branham officials were reluctant to say much, but it was obvious that they not only disagreed with Mr. Miller's contention that the two media are incompatible now, but also looked for no difficult competitive complications in the foreseeable future.

Separate Salesmen ▪ Along with many of their colleagues who sell radio and television only, they clearly felt that so long as the sales operations are kept entirely separate there is no lessening of the effectiveness of either. At some future time there may be some instances —and in Branham's case there are some now—where a newspaper client may not wish its rep to handle a competing local

The NAB's new boss sets up shop

Gov. LeRoy Collins (second from right) vacated his Florida executive offices last week and made a fast shift to NAB Washington headquarters where he moved into the presidency. His first official act Jan. 5 was to get together with the association's top-level administrative-advisory executives.

Asked what he had told the executive group, Gov. Collins said, "I didn't tell them; I asked them." He added, "They'll be telling me. I'm satisfied we have a strong organization." Later in the day he held a staff meeting with all department heads, secretaries and clerical employes.

In photo (l to r): Vincent T. Wasilewski, vice president for government affairs; John F. Meagher, radio vice president; John M. Couric, manager, public relations service; Charles H. Tower, television vice president; Howard H. Bell, vice president for industry affairs; Everett E. Revercomb, secretary-treasurer and in addition acting administrator since death of former president Harold E. Fellows; Gov. Collins, and John L. Perry, assistant to the president.

Gov. Collins served six years as Florida's chief executive. He was elected NAB president at an Oct. 10 meeting of the association board.

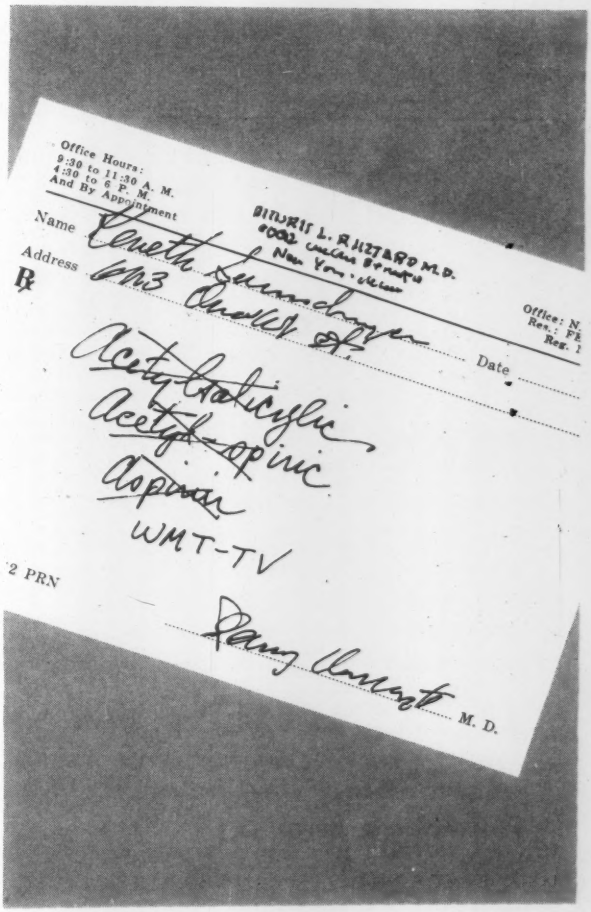
All You Need to Know About Aspirin, or More

CHEMISTS and pedants call it acetylsalicylic acid. Chap name of Gerhardt whipped it up in 1853, but it wasn't until deadlines became common that anyone could think of a use for the stuff. Actually, Heindrich Dreser, researcher for Bayer in Germany, was looking for a palliative for rheumatoid arthritis sufferers who couldn't stand the side effects of salicylates, real stomach bombs widely used around 1899, when he tried old Gerhardt's concoction. It worked.

One thing led to another. Some character with arthritis and a hangover took it, felt better, and *schnapps* sales boomed. It was serendipitous for drinkers but eventually tough on Bayer. The name aspirin evolved after a generation of prescription-fillers got headaches trying to read acetylsalicylic acid, scrawled by doctors not famous for calligraphy. It became acetyl-spiric, then aspirin, and not a minute too soon.

Bayer's U.S. patent expired in 1917, followed in a few years by schnapps itself, it said there in the 18th Amendment. After a long legal hassle, Bayer saw the courts decide that the name had entered the public domain, or whatever words enter when they become common nouns.

That aspirin relieves pain and reduces fever is pretty well established. The reason for this is another matter, perhaps hidden deep in the Antarctic of the body. Some 17 billion aspirin are produced annually in the U. S. Eastern Iowans consume less than their share, since they have fewer headaches, and WMT-TV. CBS Television for Eastern Iowa. Cedar Rapids-Waterloo. Affiliated with WMT Radio, K-WMT Fort Dodge. National Representatives, The Katz Agency.



newspaper, or vise versa, it was said, but this was not regarded as an impediment to the effective handling of both.

A number of broadcasting-only representatives singled out Katz' success as evidence that the two media can be handled compatibly within the same shop. The tone of their argument was that "there's nothing to get in the way of handling both media — newspapers and radio-tv very often are owned by the same people, and in any case, we're handling both radio and television without favoring one or slighting the other." Or: "There's no reason why radio-tv and newspapers can't be sold by the same principals, so long as one salesman isn't trying to sell both."

A few broadcasting-only representatives felt, however, that Mr. Miller was right and that rep companies should concentrate their sales fire. One even ventured to support this contention by adapting an argument with which most representatives have been sympathetic in the past. "It's just like the old network thing," he said. "A rep has no more business selling both radio-tv and newspapers than the networks have in trying to run spot sales organizations on the side." But that appeared to be a minority viewpoint.

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week, subject to FCC approval:*

▪ WORD Spartanburg, S. C.: Sold by WMRC Inc. to Henderson Belk for $175,000. With the acquisition of WORD, Mr. Belk, Charlotte, N. C., department store executive, will have increased his radio holdings to three in the last two years; he bought WGUS Augusta, Ga. in 1959 and WIST Charlotte last year. WORD station manager, Thomas W. Thuman, will remain, according to Ray M. Stanfield, vice president-general manager of the Belk Radio properties. WMRC Inc., licensee of WFBC-AM-FM-TV Greenville, S. C., is owned by R. A. Jolley and associates (*Greenville News and Piedmont* and *Asheville* [N. C.] *Citizen-Times*—WWNC Asheville). WORD is 1 kw on 910 kc and is affiliated with NBC. Broker was Blackburn & Co.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, page 88).

▪ WFRV (TV) Green Bay, Wis.: Sold by Clayton Ewing and associates to WAVE Inc. for $1,609,794. WAVE Inc., principally owned by George W. Norton Jr., is licensee of WAVE-AM-TV Louisville, Ky.; also owns WFIE (TV) Evansville, Ind. Ewing group retains ownership of WIRM (TV) Iron Mountain, Mich.

▪ KEYS Corpus Christi, Tex.: Sold by Earl C. Dunn, Charles W. Rossi, H. B. Lockhart and E. C. Hughes, equal partners, to Mr. Rossi and family, for $195,000.

▪ KRIB Mason City, Iowa: Sold by William F. Johns family to Peter A. Barnard and associates for $110,000. Mr. Barnard has minority holdings in WSPT Stevens Point, Wis., and WMIN St. Paul, Minn.

Shea to head industry ASCAP negotiating group

Hamilton Shea, WSVA-TV Harrisonburg, Va., was named Jan. 5 to serve as chairman of a new all-industry committee to negotiate a new music licensing agreement with ASCAP. Current ASCAP tv contracts expire Dec. 31, 1961.

Clair R. McCollough, Steinman stations chairman of the NAB Policy Committee, described Mr. Shea's chairmanship as "one of the most important assignments in broadcasting during the next 12 months." The committee represents both NAB members and nonmembers. It will negotiate both per program and blanket contracts, with stations free to select their methods of payment.

Serving on the committee with Mr. Shea are Campbell Arnoux, WTAR-TV Norfolk, Va.; J. B. Fuqua, WJBF (TV) Augusta, Ga.; William Grant, KOA-TV Denver; Payson Hall, Meredith Broadcasting; Alan J. Hartnick, Metropolitan Broadcasting Corp.; Clifford M. Kirtland Jr., Transcontinent Television Corp.; Nathan Lord, WAVE-TV Louisville; John E. McCoy, Storer Broadcasting Co.; John T. Murphy, Crosley Broadcasting Corp.; W. D. Rogers, KDUB-TV Lubbock, Tex.; Robert H. Smith, WCYB-TV Bristol, Va.; Raymond W. Welpott, WRCV-TV Philadelphia; Charles C. Woodard Jr., Westinghouse Broadcasting Co., and Matthew E. Vieracker WBKB (TV) Chicago.

Brockway Co. consolidates

In a realignment of its broadcasting operations the Brockway Co., Watertown, N. Y., has consolidated WCNY-TV Watertown, WWNY Watertown and WMSA Massena, N. Y. The three properties formerly had individual ties with the parent company. James W. Higgins, director of WCNY-TV, was appointed general manager of the new broadcasting division.

Nobody knows the value of our service better than men who haven't used it!

The hazards of buying or selling on your own provide the best lesson in the value of a broker. Why risk negotiating without our deep knowledge of the market, of actual sales, of responsible contacts?

BLACKBURN *& Company, Inc.*

RADIO • TV • NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D. C.	MIDWEST	ATLANTA	WEST COAST
James W. Blackburn Jack V. Harvey Joseph M. Sitrick Washington Building STerling 3-4341	H. W. Cassill William B. Ryan 333 N. Michigan Ave. Chicago, Illinois Financial 6-6460	Clifford B. Marshall Stanley Whitaker Robert M. Baird Healey Building JAckson 5-1576	Colin M. Selph Calif. Bank Bldg. 9441 Wilshire Blvd. Beverly Hills, Calif. CRestview 4-2770

Networks begin talks with technical unions

Network labor executives, who recently completed a strenuous round of talks leading to contracts with the American Federation of Television & Radio Artists and the Screen Actors Guild, embark on another schedule of negotiations this month. NBC and ABC open talks today (Jan. 9) with the National Assn. of Broadcast Employes & Technicians in Cincinnati, while CBS begins its contract talks with the International Brotherhood of Electrical Workers in New York on Jan. 16.

The pacts, which cover technical employes largely at the networks and owned stations, expire on Jan. 31. Approximately 2,300 workers at ABC and NBC are under NABET's jurisdiction, while about 1,500 CBS employes are members of IBEW.

Neither union nor management officials would disclose any information at this time on contract proposals. It is reported that the unions will seek basic increases in salaries and safeguards against job displacement because of automation.

Voice of Democracy winners

State winners from all 50 states and District of Columbia were announced Jan. 4 by the Voice of Democracy broadcast scriptwriting contest. The high school students (26 girls and 25 boys) won all-expense trips to Washington in February. The four top national winners will be announced at a Feb. 22 awards luncheon. The contest is sponsored annually by NAB, Electronic Industries Assn. and state associations of broadcasters in cooperation with the Veterans of Foreign Wars.

Sindlinger's new service

Albert E. Sindlinger Inc. will announce the inauguration of its new nationwide daily tv activity service at a luncheon to be held at New York's Sheraton East Hotel on Tuesday (Jan. 19). Service will make available ratings within a week of telecast based on new sampling taken daily.

ABC to meet with affiliates

ABC is holding two meetings in Miami Beach this week. Network Executives and the board of governors of the tv network's Affiliates Advisory Assn. will meet Thursday and Friday (Jan. 12-13). Station managers of the network's owned-and-operated radio and tv stations stage their annual meetings during the entire week, starting today (Jan. 9). The conferences will take place at the Balmoral Hotel.

The board of governors also will begin its meetings today, led by Chairman Howard W. Maschmeier, general manager of WNHC-TV New Haven before convening with ABC-TV executives on Thursday. Presiding at the station managers meeting will be Stephen C. Riddleberger, ABC vice president for owned and operated stations. Future plans of the owned and operated stations will be discussed.

Media reports...

Call letter change ▪ KCMC-TV Texarkana, Tex., has been authorized by the FCC to change its call letters to KTAL (TV), effective with its change of transmitter site to Vivian, La., expected this spring. The new transmitter installation will more than triple the number of people reached by the station, it is claimed. The station has retained Bozell & Jacobs to handle public relations and advertising connected with the change.

Markets and brands ▪ Market variations in product usage and brand preferences are detailed in the latest Brand Comparison report released today (Jan. 9) by Television Advertising Representatives Inc., New York, in behalf of Westinghouse Broadcasting Co.'s tv stations. The study, which was conducted by Pulse Inc. during July 1960, provides agencies and advertisers with individual market data on the following specific products: gasoline, tea, beer and ale, cold cereals, dog food and milk additives.

Early, early show

Late, late show addicts in Ohio who forgot to turn off their tv sets saw an early morning sales meeting rather than test patterns on Jan. 5. Telecast, produced by Westinghouse Appliance Sales, was beamed simultaneously on WJW-TV Cleveland, WKBN-TV Youngstown, and WTOL-TV Toledo into the living rooms of some 900 major appliance dealers who watched a sales pitch for Westinghouse air conditioners. The program, presented during a period the station is normally off the air (7-7:30 a.m.), was put on tv to increase the number of dealers who could attend the meeting.

New quarters ▪ The Spanish-language station KALI has moved its studios and offices from Pasadena, Calif., where it had been quartered the last 14 years, to a recently purchased building in Hollywood. New address is 5723 Melrose Ave., Hollywood 38; phone, Hollywood 6-6161.

Praise ▪ Philadelphia's broadcasting industry, for gallantry beyond the call of duty, was praised by the city's United Torch Fund Drive for spurring

STATIONS FOR SALE

EAST

**EASTERN FULLTIMER—
$685,000. TERMS**

Profitable operation for over ten years. Available *only* because of owner's health. $175,000.00 down, balance 7 to 8 years.

WASHINGTON D. C.
1737 DE SALES STREET, N.W.
EXECUTIVE 3-3456
RAY V. HAMILTON
JOHN D. STEBBINS

MIDWEST

Small market fulltimer grossing close to $100,000.00 annually can be purchased on terms for $140,000.00 or $125,000.00 all cash. Good cash flow.

CHICAGO
1714 TRIBUNE TOWER
DELAWARE 7-2754
RICHARD A. SHAHEEN

SOUTH

Daytimer non-directional. Good facility, good market. Good physical plant and plenty of business in the market. Grossing $15,000.00 per month. Operating expenses between $7,000.00 and $8,000.00 per month. 29% down, terms open to negotiations, asking $290,000.00.

DALLAS
1511 BRYAN STREET
RIVERSIDE 8-1175
H. DEWITT 'JUDGE' LANDIS
JOE A. OSWALD

WEST COAST

Major market West Coast fulltime radio station. Located in a growth area, this absentee-owned property has been suffering from management problems. Total price is $175,000.00 with extremely low down payment and terms to be negotiated.

SAN FRANCISCO
111 SUTTER STREET
EXBROOK 2-5671
JOHN F. HARDESTY

Hamilton-Landis & Associates INC.

NATIONWIDE BROKERS
RADIO & TELEVISION STATIONS • NEWSPAPERS
NEGOTIATIONS • APPRAISALS • FINANCING

its fund raising campaign "to the greatest amount ever collected for such a purpose." The city's radio and television facilities, noting that closing night pledges were more than $300,000 shy of the campaign goal, rallied together to give additional time and use of their facilities. Result: the deficit was reduced by 40% and swelled the Torch Fund drive to its greatest total in history.

To the top ▪ WATV Birmingham has most of the city at its feet as a result of its Jan. 1 move into new quarters, located on the top floor of the 20-story Thomas Jefferson Hotel.

More power ▪ WGVM Greenville, Miss., will increase its wattage March 1, 1961 from 1 kw to 5 kw. The change will more than double the station's coverage area, WGVM claims. A 5-kw transmitter and associated equipment has been purchased from Collins Radio Co.

It's Phoenix ATAS now ▪ Arizona chapter of the Academy of Television Arts & Sciences henceforth will be known as the Phoenix chapter. This will permit Tucson members to form their own chapter and make their awards separately. Newly-elected members of the board of governors of the Phoenix chapter of ATAS are: Virginia O'Shaughnessy, Phoenix Tee Vee; Scott Hollaender, Ken-Hollaender; Bill La Dow KTVK (TV); Al Rau and Charles Glance, KPHO-TV; Robert Davies, KOOL-TV and Robert Vache, KVAR-TV.

A barometer indicating video-tape's growing use

The growth of National Video Tape Productions from one mobile Ampex unit and three remote pickup units in 1959 to its present range of tape services is indicative of the increasing use of video tape by agencies, advertisers and stations.

National Video Tape Productions Inc. is an 18-month-old division of Sports Network Inc., New York. It has adopted the slogan "total tape service" to dramatize its aim to please all possible tape clients, an aim also backed up by the company's investment in new equipment, enlarged facilities, additional personnel and expansion into new areas of production.

Jack Bozarth, vice president, Sports Network Inc., described the company's growth formula as a determination to meet all tape demands on the client's own terms. By such acceptance, the division claims it has expanded far beyond original on-location services.

The heart of National Video Tape Productions' expanded operations is a newly completed tape control center (see photos), where some $400,000 worth of equipment provides full facilities for tape editing, duplicating and playback, as well as arrangements for transmission of live or tape presentations or programs to any location. The tape control center is linked with the company's large production studio in E. Rutherford, N. J., two new smaller studios adjoining the control center at 36 W. 44th St., and is tied into the New York Telephone Co.'s switching center for hookups with agency subscribers. The tape division also utilizes AT&T lines leased by Sports Network Inc., which Mr. Bozarth said is AT&T's fourth largest broadcast customer—topped only by the three tv networks.

Mr. Bozarth emphasized that his company is ready to aggressively compete for complete commercial production. In the program area, the company has signed with Dot Productions Inc., New York, to tape for tv a series of off-Broadway plays. plays.

In the past year, Sports Network-National Video Tape Productions' equipment and/or personnel has participated in such diverse projects as pilot tapes, documentaries, sports coverage of baseball, football, hockey, wrestling, and basketball, and closed circuit telecasts of sales, medical and educational meetings. Commercials have been taped for a wide range of advertisers, including Frigidaire, Armstrong, Florida Citrus Fruit Growers, General Electric, Western Union and Schaefer beer.

The company now employs a staff of 36. A large chunk of the company's business is obtained through sub-contracting and leasing of equipment and personnel, while still another plan offered clients suggests complete production, with directors, writers, and talent supplied under National Video Tape's direct supervision.

The company's fleet of three mobile video tape units and three camera-equipped mobile units also will be enlarged in the next few weeks with the addition of a new "deluxe" bus unit assigned permanently to the New York area. Other units will increase assignment schedules in other parts of the country, new business sought from stations not yet equipped with tape facilities.

Live programs in Rutherford, N. J., studio of National Video Tape Productions and Sports Network Inc. are fed to the new tape control center in New York.

Complete tape facilities for playback, editing and recording are contained in this new tape control center at New York headquarters.

*Source: Nielsen Sept. 19-Oct. 16
7:00 AM-5:00 PM Mon.-Fri.

IN PROVIDENCE...

you reach more women on WJAR-TV* during nearly 70% of the daytime hours

The latest Nielsen figures tell this story: Nearly 70% of every weekday more women watch WJAR-TV than watch the other Providence station! If you are selling products to women the conclusion is obvious. And, if you are selling products on which both men and women decide, you'll have the women on your side (and most of the men, too, at night) if you advertise on WJAR-TV.

NBC • ABC • Represented by Edward Petry & Co., Inc.

BELOW-THE-LINE LABOR TALKS BEGIN

Motion picture unions want 25% wage hike, other benefits

The International Alliance of Theatrical Stage Employees and Motion Picture Projection Operators and the six so-called basic craft unions begin new contract negotiations with the producers of motion pictures for theatres and tv today (Jan. 9) in Hollywood.

Major demands of the unions include a 25% across-the-board increase in wages and changes in the industry's pension and health-and-welfare plans.

Some 60 representatives of the 29 unions and about as many from the Assn. of Motion Picture Producers and the Alliance of Television Film Producers will sit down at AMPP headquarters at 2 p.m. today. Their goal is to reach agreement on new contract terms before the present pact expires on Jan. 30. This agreement, the first to be negotiated jointly between the craft unions and AMPP and ATFP, was a two-year contract.

The unions are asking for a 21-month contract now, with a termination date of Oct. 31, 1962, returning the agreements to the expiration date of former years. The reason is said to be that the fall is normally a time of peak employment in film production, so negotiations then would find the unions in a stronger bargaining position.

Dependents, too ▪ The major change in the health and welfare plan asked by the unions is for inclusion of dependents as well as workers. It is estimated that to give dependents 80% of the protection now enjoyed by the workers would cost the film producers, who bear the entire cost of the plan, about eight cents per worker per hour. The unions also are asking for double the present life insurance coverage to a total of $5,000 per participant.

In the pension plan, the major demand is for a plan that would give each worker 45 years of age with five years employment a 25% interest in his normal retirement benefit, rising 5% a year to 100% at age 60 with 20 years of steady work to his credit. The unions also want to reduce the retirement to 62 years for women, retaining the 65 years for men and an increase of $25 a month over the present $90 pension payment, plus disability payments and a death benefit of $1,000.

Other demands include the right to reopen the contract's wage provisions if the U.S. consumer price index rises 2%, rather than 5% as in the present contract; Golden Hours (extra-over-time with pay 2½ times scale) to start after 10 consecutive hours of work instead of 14 hours; changes in the meal period provisions and in other phases of studio work.

Unusual are three demands that would forbid motion picture production "outside the limits of the United States and its territories," and would also prevent the producer from moving any equipment or operations included in film production from his present studios to anyplace outside Los Angeles county without the permission of the unions.

Below-The-Line ▪ The IATSE locals include such workers as electricians, carpenters, grips, stagehands, property men, hairdressers, costumers, make-up artists and publicists. The basic crafts unions are teamsters, culinary workers, plasters, etc. Together, they are responsible for the below-the-line facets of film production. (The above-the-line phases are writing, acting, directing—the so-called creative parts.)

The negotiating committees of all the unions met for a final strategy session last Friday evening (Jan. 6). Although all members of these committees are normally authorized to take part in the overall contract negotiations, it was agreed that with so many unions involved, it would be more practical to limit each one to its business agent plus one member of the negotiating committee and this was done.

For the past month, individual unions have been meeting with the employers to work out their individual problems and these meetings will continue in the mornings, with the general sessions starting at 2 p.m. each day. Richard Walsh, president of IATSE, will join the negotiators in about two weeks. Meanwhile, George Flaherty, Hollywood representative of IATSE's international office, will head the IATSE delegation.

CBS Films sales held steady in past year

CBS Films Inc. domestic sales held firm in 1960 despite a general slump in the syndicated film market, a year-end summary revealed last week. Record levels of 1959 were maintained and sufficient groundwork laid to make the outlook for 1961 extremely promising. The film company reported new business is already running 10% ahead of a year ago with three new half-hour shows ready for production this month.

Altogether five shows will be offered for network programming during the 1960-61 season. Production of one, a comedy, has been completed while another comedy show is currently being filmed in Hollywood. Each of the new programs will feature performers, all, with one exception, never before given tv exposure on a regular basis.

Among other items, the survey showed that CBS Films international sales were up 30% over 1959, that the firm had established a new production department in Hollywood and that licensing activities had increased with 1960 bringing record gross and net figures.

Guild Films granted bankruptcy petition

A bankruptcy petition was granted to Guild Films Co., New York, by U.S. District Judge William B. Herlands on Dec. 29. Guild is expected to file a detailed report on its assets and liabilities shortly. Judge Herlands named Laurence A. Kobrin, New York attorney, as receiver.

Guild earlier had filed a petition to reorganize the company under Chapter 10 of the Bankruptcy Act. This petition was denied by U.S. District Judge John F. X. McGohey. Chapter 10 permits a company to remain under the control of its owners while undergoing reorganization in bankruptcy proceedings.

In its petition for reorganization under Chapter 10, Guild had listed liabilities amounting to approximately $9 million and had noted that it had assets but had not given their value.

Program notes...

Pooled talents ▪ Louis de Rochemont Assoc. Inc., N. Y., film producers, and D. C. Heath & Co., Boston, text book publishers, have announced their merger. The new organization, known as Heath-de Rochemont Corp., is headed by F. Borden Mace, formerly president of the film production firm. First project for the firm, which will specialize in utilizing mass media communication techniques for educational purposes, is a 60 film series foreign language course, *Parlon Francais,* now being offered for in-classroom use to schools and tv stations. Heath-de Rochemont will have offices in both New York and Boston, and future plans call for filming and distribution of Spanish and Russian language series.

Busy holiday ▪ New Year's day was moving day for the Hollywood personnel of CBS Films Inc. Formerly housed in the KNXT building, 1313 Vine St.,

YOU MAY NEVER WRITE 67 MILLION WORDS*—

BUT... A Few Well-Chosen Words On WKZO-TV Move Merchandise In Kalamazoo-Grand Rapids!

NSI SURVEY—GRAND RAPIDS-KALAMAZOO AREA
October 17-November 13, 1960

Quarter Hours in Which Stations Deliver Most Homes

	No. of Quarter Hours		Per Cent of Total	
	WKZO-TV	STATION B	WKZO-TV	STATION B
Mon. thru Fri.				
7:30 a.m.-Noon	55	25	68.7%	31.3%
Noon-6 p.m.	70	50	58 %	42 %
Sun. thru Sat.				
6 p.m. 9 p.m.	72	12	85.6%	14.4%
9 p.m.-Sign off	110	3	97.3%	2.7%

Here are a few of the reasons why WKZO-TV and the Kalamazoo-Grand Rapids area should be first-line choices on any advertiser's schedule.

Both Kalamazoo and Grand Rapids are among the 55 fastest-growing markets in population and households (source: Television Magazine), and WKZO-TV is the overwhelming leader in this big, on-the-go market. WKZO-TV delivers an average of 103% more homes per quarter hour than Station B, Sunday through Saturday, 9 p.m.-midnight (NSI—Oct. 17-Nov. 13, 1960)!

Depend on WKZO-TV for effective coverage of Greater Western Michigan. *And if you want all the rest of Michigan worth having, add WWTV, Cadillac, to your WKZO-TV schedule.*

**Grantland Rice is credited with having written 67 million words during his long sports writing career.*

AM-TV-FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER
Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan
Avery-Knodel, Inc., Exclusive National Representatives

Hollywood, the programming, production, sales and publicity departments of the company have moved to bigger quarters in the newly remodeled Columbia Square Bldg., 6121 Sunset Blvd.

New cartoon ▪ Tv-film cartoon series, *Wally Bear,* is being produced for national and regional sponsorship by Program Sales Inc., N. Y., and George Richfield. Proposed scheduling calls for 130 five-minute films to be sold in that form or as compiled in 39 half hour films all to be distributed by Jan. 20. The Bill Sturm Studios, N. Y., will be used for all production work.

Lit course ▪ National Educational Television & Radio Center, N. Y., announces the production of a new tv series, *American Perspective,* which examines American literature from Nathaniel Hawthorne to Jack Kerouac. The series of 19 half-hours began on NETRC's 48 stations last month.

Godfrey cancer film ▪ Arthur Godfrey is featured in an American Cancer Society film that seeks to explain aspects of the dread disease and stresses the importance of early diagnosis. Appearing with Mr. Godfrey are authorities in the field who answer questions about cancer put to them by the entertainer. The film, which was produced with the aid of Anthony A. Termini, president of Termini Video Tape Services Inc., will be released in April, to be designated as Cancer Control Month. Mr. Godfrey, a cancer victim himself, is honorary education chairman of the American Cancer Society's 1961 Crusade.

Peabody competition deadline ▪ Entries in the George Foster Peabody Radio and Television Awards competition must be submitted by tomorrow (Jan. 10) to Dean John E. Drewry, Henry W. Grady School of Journalism, U. of Georgia, Athens. Competition for the awards—called the prestige awards of the industry"—includes the following categories: News (reporting, interpretation, and/or commentary), entertainment (musical and/or nonmusical), education, youth or children's programs, promotion of international understanding, and public service.

Hour-long comedy ▪ Bud Yorkin and Norman Lear have contracted to produce an hour-long comedy series, *Three to Make Ready.* The series will be a joint venture of CBS-TV and Paramount. The pilot will be shot at Paramount early in February under the Tandem Productions banner. *Three* will feature three male leads, none of whom have yet been announced.

Tips for stars ▪ Top sports and entertainment celebrities will learn how to throw a strike on *Bowling Tip of the Day,* a new tv series to be produced by All Star Bowling Inc. and Acme Missiles & Construction Corp., both Rockville Center, N. Y. The program will feature professional bowlers instructing well-known personalities on the fine points of the sport. Films of the series will be offered to sponsors and tv stations on an across-the-board basis.

For the blind ▪ The American Foundation for the Blind, 15 W. 16th St., N.Y., is producing a new radio series designed to show the diversified fields that are open to the blind. In 39 four-and-a-half minute shows, interviews have been taped of blind people from all over the country in various jobs, such as a New Jersey attorney or a Washington, D. C. disc jockey.

New series offered ▪ Screen Gems Inc., N. Y., is offering a new half-hour series, *Tallahassee 7000,* starring Walter Matthau as a Florida law enforcement officer, for syndication sale. SG reports it already has sold the show to WCBS-TV New York, KABC-TV Los Angeles, KGO-TV San Francisco, WTVT (TV) Tampa, Fla., and WCTV (TV) Tallahassee, Fla. The series will premiere this month.

Etv gets news series ▪ Film prints of presidential news conferences will be shown in full, the day after occurrence, to the 48 affiliated tv stations in the National Educational Television & Radio Center Network. The programs will begin with President Eisenhower's last meeting prior to his leaving office and continue with incoming President-elect Kennedy's future conferences.

Series on blindness ▪ *Man With a Question,* a new series of 13 programs designed to correct the public's misconceptions about blindness and to describe work being done on behalf of blind persons, will be released in late spring, 1961. Produced by Dr. Gregor Ziemer, director of public education for the American Foundation for the Blind Inc., New York, the series stars Ben Grauer, radio-tv commentator, as host. Personalities of radio, tv, the screen and theatre have volunteered their services.

Steps to White House ▪ How does one man out of more than 170 million get to be President? Birad Corp., N. Y., producers and distributors of documentary films, is releasing a new film, "How We Elect A President," which attempts to answer that question. The documentary covers elections procedures from the first party caucus to the inauguration.

Exercise series ▪ *Keep Fit, Be Happy,* and *Relax With Bonnie Prudden,* two new tv series, have been completed by Hal B. Cook Assoc., N. Y. Miss Prudden, physical fitness expert, will appear both in the daily half-hour exercise and conditioning segment, and in a late 5-minute relaxation spot.

Groups charge tv cruelty to animals

You gotta' quit kicking our dog around! This was the essence of the feeling expressed by representatives of international humane societies towards tv and film producers.

Film makers were charged with inflicting more and more outright cruelty on animals and with putting more apparent cruelty and violence on the screens, at the New York meeting of the Legion of Decency, the Humane Society of the United States and the World Federation for Protection of Animals. The three organizations pledged to fight the emphasis on "violence and brutality," stating that the self-governing codes of the movies and television were "largely ineffective."

Executives of the humane societies conferred with Ed Bronson, executive of the NAB Tv Code Review Board to give him their views on how animals should be treated on tv.

$1 million in Warner films to WOR-TV

The acquisition by WOR-TV New York of 40 post-'50 Warner Bros. feature films at a cost of more than $1 million is being announced jointly today (Jan. 9) by Robert J. Leder, vice president and general manager of WOR-AM-TV and Eliot Hyman, president of Seven Arts Associated Corp., New York. They termed the price "an all-time high" for features sold to tv.

Among the films sold to WOR-TV are "The High and the Mighty," with John Wayne; "Rebel Without a Cause," with James Dean; "Hondo," with John Wayne; "A Star is Born," with Judy Garland; "Strangers on a Train," with Farley Granger; "Eddie Cantor Story," with Keefe Brasselle; "Montana," with Errol Flynn and Alexis Smith; "Starlift," with Doris Day and Gordon MacRae; "Three Sailors and a Girl," with Jane Powell and "Springfield Rifle," with Gary Cooper. The features include 26 in color.

Seven Arts, which holds tv distribution rights to the Warner post-'48 features, currently is negotiating with RKO General Inc., parent company of WOR-TV, for sale of the films to the company's tv stations in Los Angeles, Detroit, Memphis and Boston.

DEBUTANTE BALL OR RODEO

. . . whether it's a homey "Y'all come" or elegantly R.S.V.P. . . . KSLA-TV's viewers are honored guests at just about every happening in our area. Sports events, beauty pageants, parades, appearances of visiting dignitaries, concerts and plays, a formal cotillion, or the state fair livestock auction . . . *all* serve to keep Ark-La-Tex viewers *tuned in . . . to keep up!*

Sharing the honors with KSLA-TV are an enthusiastic group of co-hosts . . . the advertisers, whose enthusiasm stems from the results they get.

To become a member of this hospitality committee, contact your *Harrington, Righter and Parsons* man today.

KSLA TV

CBS

channel 2 *shreveport, la.*

It's easy to make millions in radio

PETER FRANK DID, PARLAYING $500 INTO $2.4 MILLION IN 5 YEARS

To Peter Frank, who celebrated his 35th birthday Jan. 2, radio is no moribund industry. It's a goldmine of opportunity whose surface he has only scratched.

His feeling is understandable. His investment of $500 made less than five years ago has blossomed into a multifaceted operation that last year did a gross of some $2.4 million and in 1961 should hit $3.9 million.

"Radio's greatest need today is for a large, integrated organization that can supply a station with the major part of its needs in programming, production and promotion," Mr. Frank believes.

And Mr. Frank, through his Peter Frank Organization, is doing his best to meet that need. More than 300 stations are now subscribers to "The Big Sound" radio program and production services produced by one wholly-owned subsidiary, Stars International, and distributed domestically by another, Richard H. Ullman Inc. Many stations use IMN and Target jingles, for which Ullman is exclusive distributor. And Ullman also sells the Spotmaster tape cartridge recording and playback machines manufactured by Broadcast Electronics, in which Mr. Frank is a stockholder.

Merchandise ▪ Just added to the PFO list of radio station services is a new one that enables "Big Sound" stations to buy merchandise in the relatively small quantities they need locally at the national mass-volume rates. The merchandise includes penny items like lollipops, balloons and pencils but also offers pieces of jewelry or apparel and appliances costing up to $25 apiece that are suitable for prizes.

"In addition to the many items available to stations individually, we are instituting a continuing merchandise plan that will offer a new item each month," Mr. Frank said. "Some of these we will develop ourselves and license a manufacturer to produce them for us. Others will be bought from manufacturers who already have them in production, probably on the basis that we'll take their complete supply to give our stations exclusively. In either case, we'll operate on a mass-volume basis that will give the stations a chance to get their prizes and promotional pieces at a much lower cost than they could get on their own."

PFO's introductory item, a white duck sailor hat imprinted with whatever slogan a station desired, was offered at 50¢ per hat, two-thirds of the usual wholesale price. "We sent out a sample with a test letter and sold half a million with no other publicity or promotion, so we think we're on the right track," Mr. Frank said.

Barter, Too ▪ Along with Stars International and Richard H. Ullman Inc. the Peter Frank Organization owns outright Omar Music, which furnishes more than 40 tv series with all or part of their theme, bridge and background music, and holds 40% interest in Del Wood Assoc., a New York based advertising agency specializing in the broadcast barter business.

Mr. Frank himself is also an equal partner with James Higson, former program director of KHJ-TV Los Angeles, in Higson-Frank Enterprises, radio management consultant firm that has filed applications for am stations in Fresno, Calif., Houston, Tex., and Indianapolis. Mr. Higson has a construction permit for an fm station in Newport Beach, Calif., his residence since leaving KHJ-TV, which will be the test station for a fully automated program service to be offered to good music stations.

In 1956, Mr. Frank was an associate producer for Robert Maxwell Assoc., producer of the *Lassie* tv series. He was also vice president in charge of business affairs and expansion, but today he comments, "We were always about to expand, but we never did." Robert Maxwell, producer Rudy Abel and Mr. Frank didn't think much of the background music then used on *Lassie*. They felt it could be improved, so, together with Television Programs of America President Milton Gordon and R. Kraushaar, composer, they organized Omar Music Co.

Omar thrived from the start, providing music for the TPA programs as well as *Lassie* and adding others until today it claims to be the largest firm in its field. Omar's 1960 revenue includes more than $50,000 billings to clients plus about $35,000 in performance fees from ASCAP and BMI.

Northward Ho ▪ Early in 1958, Stuart Mackay, general manager of All-Canada Radio & Television Ltd., Canadian station representative firm, came to Mr. Frank with an idea for a program service for Canadian radio stations: five-minute interviews with Hollywood stars which subscribing stations could use to glamorize their music and news program formats. Stars International was organized to provide the taped interviews and announced the new service at the May 1958 convention of the Canadian Assn. of Broadcasters in Montreal. By June the first Stars International package of 40 interviews (two apiece from 20 tv, movie and recording artists) was on the air; by August, 35 Canadian stations were broadcasting them.

Mr. Frank, who still was working for Robert Maxwell Assoc., spent that summer in Montreal as assistant producer on the *Cannonball* tv series, but before he left Los Angeles he had become sole owner of Omar Music as well as president-partner of Stars International. Will Scott, just returned to civilian life after 11 years with the Armed Forces Radio Service, had joined Stars International as executive vice president and producer of its programs, "and with him on hand I could go off to Canada with a clear conscience," Mr. Frank reported. "I'd learned long before that there were many things I couldn't do myself, so the smart thing to do was get someone who could do them and then let him do them with no interference from me, but just enough supervision to let him know I was interested in what he was doing." This theory has worked out well in practice: Mr. Scott today is executive producer of Stars International, in charge of all of the more than 20 "Big Sound" services.

By the time he got back to Hollywood in the fall of 1958, Mr. Frank was enthusiastic over the successful introduction of the new program service into Canada and saw no reason why it couldn't go just as well with U.S. radio stations. "The program pattern had completely changed from the days when the radio networks sent star-studded programs to their affiliates," he stated. "The network personalities had moved into television; radio programming had become pretty much a matter of records and news, both available to all stations, so there was a desperate need for some program items that would give a station a supply of stardust to sprinkle over its schedule, to give a sparkling image that would stand out from all the other stations in town. The stations needed the stars; the stars needed the radio exposure; all we had to do was

The changing scene

East is East and West is West —but nevertheless, exploitation techniques in Japan are coming closer to those in the U.S. Metro-Goldwyn-Mayer Inc. reports that U.S. selling methods in tv and theatrical trailers are being used in Japan for promoting MGM's "Gorgo." The tv trailers, varied in content and length, are being shown on the larger stations in Tokyo prior to the opening.

New TK-12 Monochrome Camera by RCA Provides Finer Product Detail... Better Brand Identification

Pictures of products and people come up clearer and sharper than ever with this new RCA camera. It gives you better definition for better product detail . . . it provides improved rendition of gray scale for improved brand identification. The 4½ inch I.O. tube means 50% larger image for greater picture detail. And lighting can be used more creatively to provide added emphasis on product features, thus improving the quality and believability of your live or tape commercials.

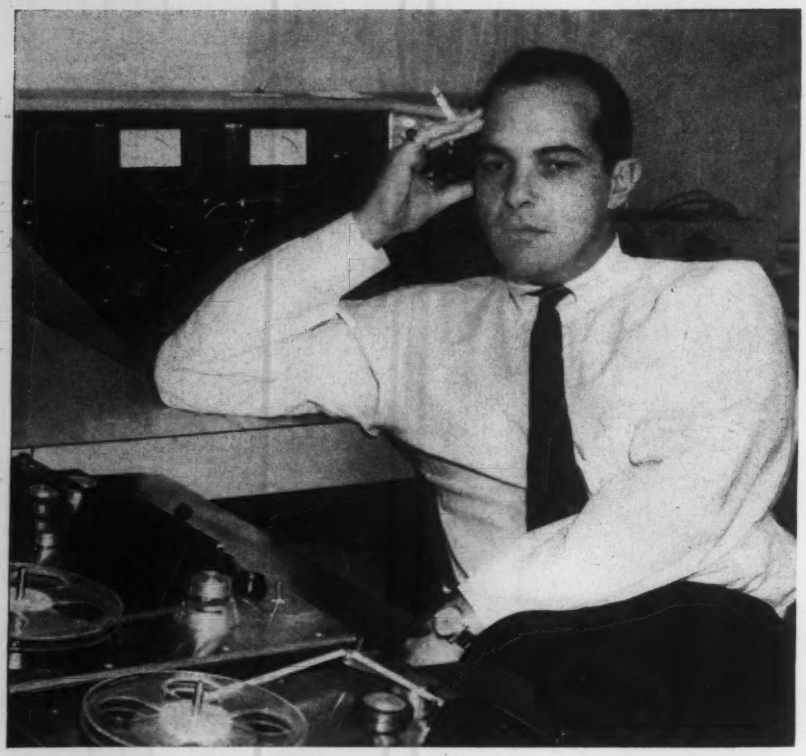
For instance, your lighting can either be arranged for overall effect, or to emphasize the product for best brand identification. Furthermore, you can vary the emphasis at will and the camera will pick up all the wanted details and faithfully reproduce them. Advertisers will welcome the well-lighted, highly detailed pictures that can compete with the best magazine photography. Give your station a competitive edge with the TK-12 Camera. See your RCA Representative or write, RCA Broadcast and Television Equipment, Dept. PB-22, Bldg. 15-1, Camden, N. J.

RCA Broadcast and Television Equipment, Camden, N.J.

RCA® The Most Trusted Name in Television
RADIO CORPORATION OF AMERICA

Finer Detail for Better Brand Identification

Improved Gray Scale to Dramatize Product Features



Peter Frank auditions 'The Big Sound'

to get the two together."

Big Splash ▪ Stars International had done such a good job of putting stars and stations together, with the able assistance of Richard U. Ullman Inc., which became the exclusive U.S. sales representative on Jan. 1, 1959, that in the two years since then the company has issued 8,886 individual radio program and production items and now provides stations with 33 "Big Sound" features. Bulk of the service features the familar names and voices of entertainment personalities, who give temperature and time reports (there are four separate voice recordings for every Fahrenheit degree from 20 below zero to 120 above, three voices for each five-minute time segment of the 24 hours) or ask for time or temperature from the local disk jockey who is thereby brought into flattering association with the star. Literally hundreds of name performers have served as announcers of "Big Sound" spots, which also include weather reports, introductions for newscasts, sportscasts, record albums and individual records, public service announcements, comedy vignettes, holiday greetings, open end birthday greetings, etc.

Music, Music ▪ There is also music—a dozen categories of cues, bridges, themes, intros, separators, underscores, etc. for commercials and programs, as well as news intros and headline backgrounds, plus what are called "space age musical production cues," "attention getters" and "comedy sound effects." There are also three radio features: *Memo from Mary* (guidance on personal problems), *Terry's Kitchen* (household hints) and *Your Hollywood Reporter* (latest news of entertainment personalities), each produced so it can be programmed at any length from 10 seconds to 30 minutes. And the stars also are available for custom made announcements of station calls, slogans and special events.

In March 1959, Mr. Frank resigned from Robert Maxwell Assoc. to devote full time to the rapid expansion of "Big Sound" programming and before the year was out he had bought the interests of Messrs. Mackay and Scott, after what he described as "a friendly disagreement over whether we were expanding too rapidly, as they felt, or should step up our pace." He also became sole owner of Stars International. To prove that the disagreement was truly "friendly," Mr. Frank points out that Mr. Scott is still executive producer of "Big Sound" and still participates in the earnings of Stars International.

During 1959 Mr. Frank formed RPF Enterprises as the basic holding company for most of his interests. On Oct. 24, 1960, RPF became The Peter Frank Organization and on the same date the new company acquired full ownership of its distribution arm, Richard H. Ullman Inc.

Last September, Herbert N. Eiseman, who had been head of music at Desilu and previously in the music publishing business, became executive vice president of Omar Music with the assignment of finding new fields beyond its basic background music service for tv series. Eiseman Music Co. was formed to create station and commercial jingles. Johnny Mann, composer-arranger, was named musical director. His first assignment was to create new jingles for KFWB Los Angeles ,which began using them about Thanksgiving time.

Eiseman Music, Ullman and IMN (for Intermountain Network, its original owner) also have formed Target Jingles to create and produce jingles for stations and advertisers. "We now have the biggest assortment of station jingles in the country," Mr. Frank asserted. "We have jingles for every type of station including six middle-of-the-road jingle services." Eiseman, IMN (in which Mr. Frank, for once, has no ownership) and Target produce the jingles; Ullman sells them.

Barter Evolution ▪ As "The Big Sound" spread throughout the land, stations began to ask whether they could not get these program services in exchange for time rather than cash and soon these requests represented a volume of potential business which could not be ignored. Mr. Frank pondered the problem and decided to set up a new company to handle the barter business while Ullman maintained its cash-only sales policy.

The new firm, Del Wood Assoc., is operated independently, with its own offices and personnel, none of whom have any connection with Ullman. Mr. Frank does not even have a controlling interest.

"Del Wood Assoc. deals only with advertisers who are either new to radio or have not used the medium for a number of years," he explained. "We tell station managers and station representatives that Del Wood won't go after any business they can sell themselves for cash. But if they are willing to do business on a barter basis, we'll handle it for them as pleasantly and painlessly as possible. To do this Del Wood has had to add various services for its clients, many of them new to advertising, until now it has become a well-rounded advertising agency. And despite our original reluctance to enter the barter field, it now accounts for about one-third of our station billings."

Simon Ronald Peter Frank (who dropped his first two names early in life) was born in New York City. The family moved to California in 1929 when he was three and he grew up in a house filled with visitors from the East, friends of his father, financial

Many media buyers measure radio stations by their ratings. Unmeasured by ratings are quality, integrity, and responsibility, factors that build sales through believability. By both standards WELI continually lengthens its lead in the rich New Haven-centered market it serves. Make it a rule to buy WELI, the station in New Haven that gives you ratings plus quality sound.

National: H-R Representatives *Boston: Eckels & Company*

The Sound of New Haven **WELI** ***960/5000 watts***

men who had come to Hollywood to see how they could cut down on studio overhead in those depression days when the banks had taken control of the movies. "My father's closest friend was Nat Levine, first president of Republic Studios," he said.

Producers, writers and, occasionally, stars also came and went. When young Peter was through school (UCLA topped off by a master's degree in business administration from Columbia) he spent several months knocking on studio doors, puzzled at the cool reception he got until he discovered that his father had let it be known that he didn't want his son working in motion pictures.

Back to Hollywood ▪ But after a year as an executive of Autobridge, where he developed a plastic canasta tray, Mr. Frank met Eugenie Leontovich, Russian actress, who hired him as her business manager and later gave him a chance to produce. His production of "The Cherry Orchard" in which Miss Leontovich co-starred with Charles Laughton, in 1949 brought him an offer from Dore Schary which took him to Hollywood to work at MGM successively as a production assistant, assistant director and film editor.

In 1953 he became a producer of documentaries for Charles A. Palmer, but after he married Barbara Tishman (daughter of the builder) he wanted to stay put instead of traveling around the world in search of subject matter. So he went to work for BBDO in Hollywood as a tv account executive for Campbell Soup, which became sponsor of two tv series, *Lassie* and *Dear Phoebe*. After a year at the agency, he resigned to join Robert Maxwell Assoc., producer of *Lassie*.

Tall (6′ 1½″), slim (195), with black hair which is already beginning to thin out in front, Mr. Frank looks forward to increased activity on the radio front. He has already given Air Australia Ltd. exclusive distribution rights to "The Big Sound" in Australia, New Zealand, Singapore and South Africa and he is considering an invasion of Latin America.

Peter and Barbara Frank and their two daughters, Robin 4½ and Jody 1½, live in Beverly Hills, where he enjoys bridge, poker and drinking, "like everyone else," but spends an hour a night with Barron's and other financial papers trying to analyze what the market is going to do, "probably a hangover from my schooldays when I majored in math," he said. Weekends, if he isn't in New York where he spends at least a week a month, he may get in some golf or water skiing, but he's had to give up tennis, fencing and hunting "because there just isn't time for them."

ORCASTING

Jan. 9-13, 16-18 (6-6:30 a.m.) **Continental Classroom** (modern chemistry), sust.
Jan. 9-13, 16-18 (6:30-7 a.m.) **Continental Classroom** (contemporary math), sust.
Jan. 9-13, 16-18 (10:30-11 a.m.) **Play Your Hunch,** part.
Jan. 9-13, 16-18 (11-11:30 a.m.) **The Price Is Right,** part.
Jan. 9-13, 16-18 (12:30-12:55 p.m.) **It Could Be You,** part.
Jan. 9-13, 16-18 (2-2:30 p.m.) **The Jan Murray Show,** part.
Jan. 9-12, 16-18 (11:15-1 a.m.) **The Jack Paar Show,** part.
Jan. 9 (4-5 p.m.) **Purex Special for Women,** Purex through Edward H. Weiss.
Jan. 11, 18 (8:30-9 p.m.) **The Price Is Right,** Lever through Ogilvy, Benson & Mather; Speidel through Norman, Craig & Kummel.
Jan. 18 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.
Jan. 12 (9:30-10 p.m.) **The Ford Show,** Ford through J. Walter Thompson.
Jan. 14 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.
Jan. 14 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.
Jan. 14 (7:30-8:30 p.m.) **Bonanza,** RCA through J. Walter Thompson.
Jan. 15 (6-6:30 p.m.) **Meet the Press,** sust.
Jan. 15 (7-8 p.m.) **The Shirley Temple Show,** RCA through J. Walter Thompson, Beechnut through Young & Rubicam.
Jan. 15 (9-10 p.m.) **The Chevy Show,** Chevrolet through Campbell-Ewald.
Jan. 15 (3:45 p.m.-conclusion) **Pro Bowl Football Game,** Carter Products through SSC&B and L & M through Dancer-Fitzgerald-Sample.
Jan. 17 (10-11 p.m.) **The Art Carney Show,** Sara Lee through Cunningham & Walsh and Timex through W. B. Doner.

Film sales...

Case of the Dangerous Robin (ZIV-UA): Sold to WROC-TV Rochester; WXEX-TV Richmond-Petersburg, Va.; WATE-TV Knoxville; KREM-TV Spokane; WSOC-TV Charlotte; WSB-TV Atlanta, and KEZI-TV Eugene, Ore. Now in 189 markets.

Post-'50 Warner Films (Seven Arts Assoc.): Sold to WCAU-TV Philadelphia.

Sea Hunt (Ziv-UA): Renewed by Carling's Beer and International Latex on KDKA-TV Pittsburgh; Peoples Natural Gas Co., WJAC-TV Johnstown, Pa.; Liggett & Myers and Sterling Beer, WHAS-TV Louisville. Also sold to WHDH-TV Boston; WILX-TV Onondaga, Mich.; WBRZ (TV) Baton Rouge; WFBC-TV Greenville, S.C.; WANE-TV Ft. Wayne; WLWD (TV) Dayton; WCTV (TV) Thomasville, Ga.-Tallahassee, Fla.; WCSC-TV Charleston, S.C.; WDBO-TV Orlando; WTVH (TV) Peoria; WTVP (TV) Decatur; WSB-TV Atlanta, and WVEC-TV Norfolk. Now in 104 markets.

Miami Undercover (ZIV-UA): Sold to WHDH-TV Boston; WDSM-TV Superior, Wis.; WTVY (TV) Dothan, Ala.; KFDX-TV Wichita Falls; KEYT (TV) Santa Barbara, and KGGM-TV Albuquerque, N.M. Now in 92 markets.

Paramount package (Coloramo Features Inc.): Sold to WKBN-TV Youngstown, Ohio WFBC-TV Greenville, S.C.; WBRE-TV Wilkes Barre, Pa.; WRBL-TV Columbus, Ga.; KGUN-TV Tuscon, Ariz.; WVEC-TV Norfolk, Va.; WHEN-TV Syracuse; KFYR-TV Bismark, N.D.; WSM-TV Nashville; WHBQ-TV Memphis; WBBM-TV Chicago; KMOX-TV St. Louis; KMSP-TV Minneapolis; WSB-TV Atlanta; WOR-TV New York; CKLW-TV Windsor, Ont.-Detroit; KHJ-TV Los Angeles; WMAL-TV Washington; WFBG-TV Altoona, Pa.; WNBF-TV Binghamton, N.Y.; KFRE-TV Fresno, Calif.; WLYH-TV Lebanon, Pa.; WNHC-TV New Haven, Conn.; WFIL-TV Philadelphia; KSL-TV and KUTV (TV) both Salt Lake City, Utah; KTVK (TV) Phoenix, Ariz.; WKBW-TV Buffalo; WKZO-TV Kalamazoo, Mich.; KBOI-TV Boise, Idaho; KHSL-TV Chico, Calif.; WFLA-TV Tampa, Fla.; KKTV (TV) Colorado Springs, Colo.

Films of the '50's (Seven Arts Assoc.): Sold to WROC-TV Rochester, N.Y.; WTVJ (TV) Miami; WLOS-TV Asheville, N.C.; KLFY-TV Lafayette, La., and KMJ-TV Fresno, Calif. Now in 20 markets.

Mister Magoo (UPA Pictures): Sold to KERO-TV Bakersfield, Calif.; KRDO-TV Colorado Springs, Colo.; WBAP-TV Ft. Worth; WDAF-TV Kansas City, Mo.; WMCT (TV) Memphis, Tenn.; KGW-TV Portland, Ore.; WHO-TV Des Moines; WNEP-TV Scranton, Pa., and WTVW(TV) Evansville, Ind. Now in 43 markets.

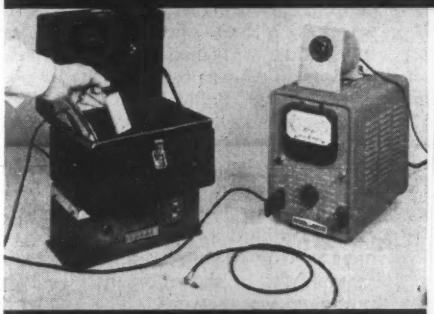
Friendly to produce 'Face'

Effective Jan. 26, *Face the Nation* will be produced by Fred W. Friendly, executive producer of *CBS Reports*. The appointment of Mr. Friendly gives him programming responsibility for the 10-11 p.m., EST, Thursday time period on CBS-TV with his two programs alternating in that slot. *Face the Nation* will also undergo title and format changes. The program will be retitled *CBS Reports Presents Face the Nation* and it will become in its hour version a series of debates on vital issues of the day. Every other *Face* show will be limited to a half-hour with various presentations that will include interviews, debates and news briefs. Remainder of the time period on these weeks will be given to affiliates for local programming. Present plans call for both programs to originate from New York.

THE RECORDING THAT WASN'T

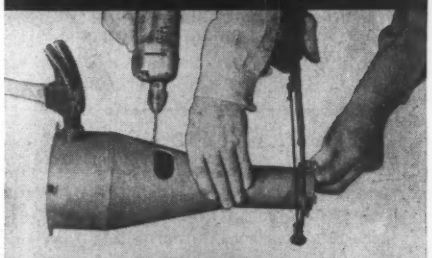
. . . It's happened to lots of magnetic tape users

Burton browne advertising



Test factually demonstrates shielding effectiveness of Netic alloy material and enclosure design. Instrumentation used: magnetic field radiating source, AC vacuum tube voltmeter, Variac, pickup probe and Netic Tape Data Preserver. For complete test details and results, request Data Sheet 142.

For safe, distortion-free storage of large quantities of vital magnetic tapes. Designed for Military Establishments, Radio & TV Broadcasters, Automated Plants, Libraries, Laboratories, Gov't. Agencies, etc.



Composite photo demonstrating that magnetic shielding qualities of NETIC alloy material are not affected by vibration, shock (including dropping) etc. Furthermore, NETIC does not retain residual magnetism nor require periodic annealing.

Maybe you've been one of these unfortunates . . . who've spent thousands of dollars . . . plus many man hours . . . to record valuable information on magnetic tapes . . . only to find the data useless from accidental distortion or erasure.

Unexpected exposure to an unpredicted magnetic field, and presto!—your valuable data is filled with irritating odd noises. Distortions may result in virtual data erasure.

Unprepared tape users never realize the danger of loss until it's too late.

Such losses have become increasingly common from damaging magnetic fields during transportation or storage. These fields may be produced by airplane radar or generating equipment or other power accessories. Also by generators, power lines, power supplies, motors, transformers, welding machines, magnetic tables on surface grinders, magnetic chucks, degaussers, solenoids, etc.

Since 1956, many military and commercial tape users successfully avoid such unpleasant surprises. Their solution is shipping and storing valuable tapes in sturdy NETIC Tape Data Preservers.

Data remains clear, distinct and distortion-free in NETIC Preservers. Original recorded fidelity is permanently maintained.

Don't take chances with *your* valuable magnetic tapes. Keep them *permanently clear* and *distinct* for *every* year of their useful life in dependable NETIC Preservers. Can be supplied in virtually any size and shape to your requirement. Write for further details today.

For complete, distortion-free protection of valuable tapes during transportation or storage. Single or multiple containers available in many convenient sizes or shapes.

MAGNETIC SHIELD DIVISION PERFECTION MICA CO.

1322 No. Elston Avenue, Chicago 22, Illinois

Originators of Permanently Effective Netic Co-Netic Magnetic Shielding

WEEK FULL OF CRISES

Networks focus attention on Laotian, Cuban developments

NBC-TV was turning out specials last week almost as fast as world developments were turning out crises.

Twice in two days, on little more than a few hours' notice, the network came up with background news programs tied to fast-breaking international developments. The first, a half-hour on the Laotian crisis, was presented Monday night. It was also the first "unscheduled" program sponsored by Gulf Oil Co. under its "instant sponsorship" deal with NBC. The second, a quarter-hour on the break in diplomatic relations with Cuba, was shown Tuesday night less than three hours after the break was announced.

CBS-TV meanwhile planned to deal with both crises in one program, an *Eyewitness to History* half-hour under Firestone Tire & Rubber Co. sponsorship at 10:30-11 p.m. EST last Friday (Jan. 6). This required a quick turnaround by CBS-TV too: It had been planning a report on the convening of Congress for that date.

NBC News started scouting film footage that might be used for a special on Laos on Friday (Dec. 30, 1960), when the Laotian situation began to warm up, but the final decision to proceed with the program was not reached until about noon the following Monday, nine hours before air time.

News and public affairs director Julian Goodman and producer Chet Hagan got the preliminary work under way with the screening of NBC newsfilm shot in Laos in recent months by Hong Kong correspondent James Robinson and NBC cameramen based in that area. At noon Monday Mr. Goodman put the idea of a special to William R. McAndrew, vice president for NBC News, and they agreed it should run that night at 9 p.m. NBC President Robert E. Kintner gave them the go-ahead.

Mr. Goodman notified producer Hagan, who in turn alerted director Robert Priaulx and correspondents Robinson, Cecil Brown (Tokyo) and Frank McGee, who was anchorman for the program. Messrs. Robinson and Brown, frequent visitors to Laos, were in New York for NBC's yearend news roundup. Mr. Hagan also contacted NBC News in Washington and set up reports from White House correspondent Ray Scherer and Washington correspondent Robert McCormick.

Getting Gulf sponsorship for the special was less complicated. The company recently put up more than $1 million for "special news reports" covering fast-breaking national and international news. When NBC is setting up such a program it notifies Gulf officials, who have the right to refuse sponsorship but say they don't expect they'll do so very often (BROADCASTING, Dec. 12, 5, 1960).

After the Monday night Laos show NBC News did it all over again, more or less, with the special report on Cuba at 11:15-30 p.m. Tuesday.

'Heckle & Jeckle' for sale

CBS Films Inc., N.Y., is offering Terrytoons' *The Heckle and Jeckle Cartoon Show* for syndication sale to stations and sponsors throughout the U. S. effective Jan. 1, 1961. Although the series of 26 half-hours, or a library of 104 cartoons, was not placed officially on the market until first of year, following stations placed early orders: WNBQ (TV) Chicago, WCCO-TV Minneapolis, KLZ-TV Denver, WMCT (TV) Memphis, WSIX-TV Nashville, WNDU-TV South Bend and KCPX-TV Salt Lake City.

NBC-TV buys British special

NBC-TV has bought from Independent Television Program Co. Ltd. an hour special, *A Night at the Palladium*. It will be scheduled sometime next spring, the network said.

Val Parnell, Palladium impressario and managing director of Associated TeleVision Ltd., is executive producer of the special, being taped during regular stage shows at the London house.

NOTHING IS CHEAP

Fate takes expensive swipes at 'Gershwin'

A "comedy of errors" plaguing the forthcoming CBS-TV presentation of *The Gershwin Years* (Sunday, Jan. 15, 8-9:30 p.m. EST) has upped the production budget. Latest episode in CBS-TV's version of "the perils of broadcasting" occurred on Thursday (Jan. 5) when the tv company paid $907.80 to buy out and darken for one night the entire 199-seat house of the off-Broadway East 74th St. Theatre. The unusual transaction was made to acquire the services of Carmen de Lavallade, star performer of "Ballet Ballads," the new song and dance production that is currently playing in the theatre.

Immediately after her Wednesday night performance, Miss de Lavallade was flown to Key West, Fla. by the network where a ten-minute dance sequence from "Porgy and Bess," subsequently to be shown on the Gershwin program, was retaped. The sequence has been a particularly costly one for CBS. It was originally taped early in December in a marshy area of New York City that authentically recreated the folk opera's famous Catfish Row. Three other performers besides Miss de Lavallade were included in the sequence which initially cost $10,000. At this point fate played its hand. Due to a technical blunder most of the sequence tape was erased and then the elements, adding snowfall to injury, made the marshy location a little Antarctica. Producer Leland Hayward after much floor pacing decided to restage the sequence in sunny Key West which necessitated transporting and continuing on the payroll Miss de Lavallade, her three co-performers and a small staff of production workers. As a bar to added costs the network utilized a technical crew covering the Jan. 2 Orange Bowl football game in Miami for the retaping.

As a windup to the expensive capers with 'Gershwin,' Miss de Lavallade was flown back to New York in time for her Friday evening performance.

EQUIPMENT & ENGINEERING

There's a profit in selling color tv sets

GEN. SARNOFF PREDICTS GLOBAL COLOR TV BY 1964

A pledge that at least 50,501 RCA color television sets would be sold for the four-month period ending Feb. 28 was made last Thursday (Jan. 5) by dealers representing 67 RCA distributor areas throughout the United States.

The pledges came at a dinner at the Waldorf-Astoria Hotel in New York, at which Brig. Gen. David Sarnoff, RCA chairman, and John L. Burns, president, outlined the six-year progress of color tv to its present status, which Mr. Burns described as "a $100 million-a-year industry" today.

The dinner was attended by dealers from 52 of RCA's 67 distributor organizations. Curtis Head, president of D&W Furniture & Appliance Co., an RCA Victor dealer in Abilene, Tex., said the dinner was a tribute to RCA for the leadership the company has taken in making color tv a "profitable reality." He presented Gen. Sarnoff and Mr. Burns with a bound volume containing the pledges, signed by 3,972 of approximately 10,000 RCA Victor color dealers throughout the country.

Global Color Tv ▪ Gen. Sarnoff told

the dealers that it was "entirely possible" that color tv would be broadcast globally by means of communications satellites as early as 1964 when the New York World's Fair opens. He recalled that the 1939 New York World's Fair ushered in black-and-white tv, and added:

"Officials of the 1964 New York World's Fair are already anticipating their own debut for world-wide television in color. From a technical standpoint, I am certain that date is feasible, that it will be possible to televise the Fair in natural color, over remote parts of the world by means of a satellite communications system."

He referred to the dealer pledges by saying that "The enthusiasm with which they have been put forth reaffirm the simple and unmistakable fact that color tv is the basic entertainment medium of the future." He compared the doubts about color tv six years ago with doubts expressed about other products and services, mentioning radio broadcasting, talking pictures and television itself.

"The pattern has been the same with color television," Gen. Sarnoff asserted. "First, it was ignored, then it was harshly criticized. Today, it is an important growth factor in the American economy, supported by a swelling chorus of critical praise. Nobody asks anymore: 'Where are all the Texas oil millionaires who can afford color sets?' "

Mr. Burns stated that color tv today is moving toward acceptance by the public, by advertisers and by tv stations. He observed that six years ago color tv set sales were scarce, but pointed out that in 1960, black-and-white receiver sales dropped 7% for the industry, while color sales rose by nearly 30%.

"Today color is a more than $100 million-a-year industry," he declared, "and RCA, together with its enterprising dealers and distributors, is enroute to higher and higher profits."

W. Walter Watts, president and board chairman of the RCA Sales Corp., said that color set sales were "breaking records in practically all areas due to the special effort being put forth by our dealers." He explained that the idea for dealer pledges was sparked by the company distributors, working through a committee headed by Thomas F. Joyce, president of the Raymond Rosen Co., Philadelphia. Mr. Watts pointed out that RCA distributors have played "a big part" in the surge in color tv set sales, because they convinced additional dealers that color tv can be sold today at a profit.

Tv set production down, sales climb, EIA reports

Tv set production slumped almost by 450,000 units for the 11 months of 1960, but sales remained 130,000 units

CONDENSING

Big Console Facilities into the Ease of Four Mixing Channels

GATES

STUDIOETTE Speech Input Console

The Gates Studioette is a perfect blending of workhorse versatility and reliability for day in and day out operation. An unusual generosity of controls, new performance standards, service ease and smart commercial appearance highlight this outstanding speech input console.

Four channel, step type mixer, with generous key switching facilities accommodates four microphones into two preamplifiers, three turntables, two tapes or projectors, network and three remote lines. Three utility keys are provided for your individual needs. The Studioette also includes a high gain program amplifier, 10 watt ultra linear monitoring amplifier, dual muting and warning light relays, 4" illuminated VU meter, self-contained power supply, complete cueing facilities for turntables, net, tapes and remotes, and output emergency key, plus many additional facilities to create wide versatility in meeting the needs of modern radio, television and recording.

In STOCK for Immediate Delivery... Place Your Order Today

HARRIS INTERTYPE CORPORATION

GATES RADIO COMPANY

Subsidiary of Harris-Intertype Corporation

QUINCY, ILLINOIS

Offices in: HOUSTON, WASHINGTON, D.C.

International division: 13 EAST 40th STREET, NEW YORK CITY

In Canada: CANADIAN MARCONI COMPANY

above the comparable period in 1959.

Reports for January-November 1960 by Electronic Industries Assn. showed that more tv sets continued to be built with uhf—405,838 for the 11 months compared to 387,524 units for the same period in 1959. Production of auto radios was 1 million over the same period in 1959 and of fm sets almost double the preceding 11-month period.

EIA reported:

Period	PRODUCTION Television	Radio
Jan.-Nov., 1960	5,302,877*	15,604,784**
Jan.-Nov., 1959	5,756,210	14,069,049
	SALES	
Jan.-Nov., 1960	5,176,905	8,326,275†
Jan.-Nov., 1959	5,046,971	7,142,424

*Includes 405,838 with uhf.
**Includes 5,911,305 auto radios and 852,329 fm radios.
†Excluding auto radio sales.

JTAC studying space

A study of the technical problems relating to space communications has been undertaken by the Joint Technical Advisory Committee, sponsored by the Institute of Radio Engineers and the Electronic Industries Assn. A special committee to make this study has been established, with Lt. Gen. James D. O'Connell, USA (Ret.) as chairman. Other members: Richard Emberson, Associated Universities; Richard P. Gifford, GE; John P. Hagen, National Aeronautics & Space Administration; J. W. Herbstreit, National Bureau of Standards; Donald MacQuivey, State Dept.; Ross Peavey, National Academy of Sciences; Allen M. Peterson, Stanford Research Institute; C. A. Petry, Aeronautical Radio Inc.; Thomas F. Rogers, MIT; L. C. Tillotson, Bell Telephone Labs.

Technical topics...

New translator ▪ Adler Electronics Inc., of New Rochelle, N. Y., has developed a vhf tv translator to provide high quality reception in unserved areas. The Adler VST-1, together with standard vhf receiving and transmitting antennas, automatically picks up a vhf television signal off the air and converts it to a different channel for rebroadcast. Standard home receivers can pick up the broadcasts. Features of the VST-1, which was designed in accordance with the FCC ruling authorizing the use of such translators, include: 1 w output power; automatic, unattended operation; heterodyne conversion techniques; and remote control facilities.

Photoelectric control unit ▪ Farmer Electric Products Co., 2300 Washington St., Newton Falls, Mass., has announced a combination electronic timer and photoelectric scanner. The unit provides multiple programming sequences, adjustable delay and hold-in times, and provides for light and dark operation. Information is available on six systems that provide scanning ranges from 2 inches to 18 feet.

Thimble tube ▪ A thimble-size Nuvistor electron tube which makes possible improved television reception in weak signal areas has been introduced by RCA Electron Tube Div., Harrison, N. J. The tube, a high-mu triode called RCA-2CW4, is the third commercial tube utilizing the Nuvistor design concept.

New 3M division ▪ Minnesota Mining & Mfg. Co. announces it has changed Zenith Plastics Co. from a subsidiary into an operating division. Zenith, organized in 1943 and a subsidiary since 1956, makes reinforced plastics components for military, aerospace and marine industries and proprietary products for consumer and industrial markets. New status is intended increase in Zenith's effectiveness in plastics industry, according to C. P. Pesek, 3M vice president (engineering and staff manufacturing) responsible for Zenith operations.

New plant ▪ The General Instrument Corp., N. Y., manufacturers of semiconductors and other electronic equipment, has opened a $3 million dollar plant devoted to development and mass production of transistors and other semi-conductor devices at Hicksville, N. Y. The 50,000 square foot plant, which is located on a nine-acre site, has already started commercial manufacturing operations and will be in almost full production by early 1961.

Vtr first ▪ By putting into operation its second RCA video tape recorder, effective Jan. 1, KOB-TV Albuquerque, N. M., claims it has become the first tv station in New Mexico offering its advertisers complete vtr facilities. The station's new multiple tape operation will be used mainly to dub commercials and to pre-tape spots scheduled during tape broadcast periods.

Schafer's new year's sales surprise

Unveiling what he terms "a New Year's surprise" for his territorial sales engineers is Paul Schafer (kneeling), president of Schafer Custom Engineering Div. of Textron Electronics Inc., Burbank, Calif. The "surprise" is an all-new cartridge-type tape recorder, the Model 3,000, which Mr. Schafer describes as "the only one designed exclusively for broadcast station use."

All elements of the recorder are completely machined. It features a capstan idler which is brought into play position by precision linkage. The company claims that electronic maintenance is simplified by plug-in transistorized amplifier boards. Production is set for this month.

Viewing the new machine at the semiannual gathering of territorial sales engineers are (left to right): Dallas Barnard, Seattle; Ted Overby, Wichita Falls, Tex.; George Gailey, Charleroi, Pa.; Ed Edwards, Atlanta, and Tom Magowan, Burbank, Calif.

Civic servants honored with special WDZ awards

As a means of extending public recognition for exceptional service—and of helping to stimulate such service—by city and county employes, WDZ Decatur, Ill., has inaugurated a public-service award program.

The award goes each month to that member of the city police, fire, street or water departments, or of the Macon Co. sheriff's office, who is regarded as having demonstrated outstanding service and devotion to his job "above and beyond the call of duty." Included in the WDZ Superior Service Award is a $25 U.S. savings bond, a certificate of commendation and a letter taking note of the award.

Award candidates are nominated from the various departments by their supervisors, with the final selection made by the WDZ news staff. City officials cooperated with the news staff in setting up the award system.

WSTV helps a good cop make good kids

A policeman in Steubenville, Ohio, sickened by the number of teen-age arrests duty forced him to make, has done something about it. WSTV there has aided him in this campaign.

"Teenagers aren't bad," says George Thomas, the policeman, "It is mostly their background and surroundings. Give them the proper guidance and they'll be O.K." And so he spends his spare time in a canteen he has established for teenagers. There they can pass their time in a wholesome atmosphere, dancing and having fun, but discreetly supervised.

Officer Thomas personally approached four Steubenville businessmen and got them to sponsor the program that originates from the canteen over WSTV every Saturday night from 10-11 p.m. Through the program, adults have become interested in the canteen project and are supporting it.

And the 200-plus teenagers who now make the canteen a "second home" on weekends appreciate the radio coverage of their "social affairs."

Any four-foot actors?

Four-foot-tall actors stand to pick up a little work around the country this year. In fact, there is a potential of more than 180 tv dates. That figure is approximately the station line-up for Kellogg's *Huckleberry Hound* and other cartoons, and they all have been offered a new costume package for "personal appearances" by the cartoon characters.

The four-foot figure is a new member of the troupe, Baba Looie. The burro is sidekick to the star of *Quick Draw McGraw*, and the two are set to accompany Huck on one section of the promotional tour, the characters recreated at each date by local talent. Costumes have been prepared in two packages by Ed Justin, merchandising director of Screen Gems, distributor of the Hanna-Barbera cartoons. The other package features Huck with Yogi Bear and his new girl friend, Cindy Bear. In the first few days after the costume acts were offered, 27 stations responded.

Each act employs tape for lip-sync dialog and new songs. One of them, "Yogi Bear, the Casanova of the Cave Set," is a duet for two bears. The other is an equine duet, "Quick Draw's A-Comin' and Baba Looie Too." Kits also contain suggested formats and production run-down.

Air dates are being coordinated with department store promotions which tie in cartoon merchandise with the tv shows. The distributor also is suggesting other angles, such as a sanitation department tie-in with Quick Draw declaring he's "gonna clean up this here town."

Baba Looie's and Cindy Bear's outfits are new. Last year's costumes covered more than 150 dates at department stores, football games, parades and other local events. In addition, Screen Gems has a professional Huck-Yogi act on the road each season.

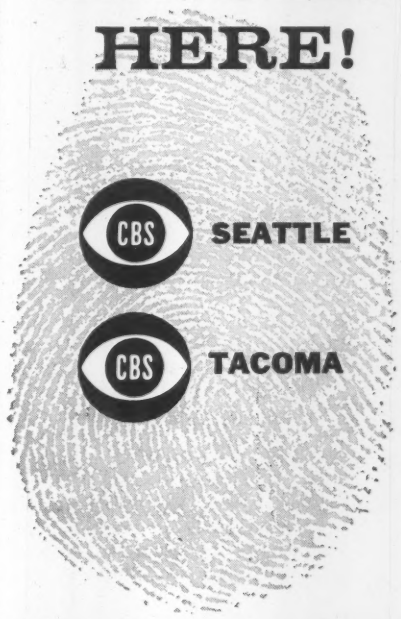
Kellogg (through Leo Burnett Co.) has *Huckleberry Hound* and *Quick Draw McGraw* on around 180 stations. The new *Yogi Bear* show starts this month for Kellogg on 130 stations replacing *Woody Woodpecker*.

NBC's 'Discussion Guide'

A weekly total of 250,000 NBC Discussion Guides, for use in connection with *The Nation's Future* series of debates, are being reproduced and distributed through a national effort by the network and its affiliates. The guides go to schools and national organizations for classroom and home use and for group discussion.

The program is carried on NBC-TV

PUT YOUR FINGER HERE!



A MARKET BIGGER THAN MILWAUKEE ... bigger than Baltimore and Toledo combined

Before you buy *any* television time in the rich and growing Pacific Northwest, ask your WEED TELEVISION man for the complete story about the prosperous Puget Sound Market and how KTNT-TV blankets this area of 1½ million people . . . this area of $3 billion in Spendable Income.

KTNT TV CHANNEL 11 CBS

CBS Television for Seattle, Tacoma and the Puget Sound Area

WLOS-TV goes to the registered dogs

The traditional puppy contest was given a new twist by WLOS-TV Asheville, N.C. Area kennel clubs and the station joined forces to develop a children's contest with all the normal appeal that puppies provide.

The kennel clubs have frequently complained about the "drawing puppies out of a hat" technique usually employed in such affairs. The three AKC sanctioned clubs provided six purebred pups as prizes (dachshund, weimaraner, cairn terrier, shetland sheep dog, chihuahua, and bassett hound). Club members appeared on WLOS-TV children shows and explained different breeds and their care.

Viewers were asked to name any one of the pups and give reasons for wanting it. Nearly 5,000 entries were received. In the picture, a sleepy-eyed bassett hound examines a chihuahua as their proud new owners beam.

Saturdays (9:30-10:30 p.m. EST), except every third week when the network broadcast is scheduled from 9:30-10 p.m. with the remaining half-hour available to the affiliates for continuation of the discussion keyed to community needs.

A prize with a message

KBON Omaha, Neb., has gone serious—but with a light touch—using humor, originality and a prize that defies the imagination.

Sitting virtually in the shadow of the Strategic Air Command, the station, noting that public apathy towards the civil defense shelter program was rising, decided to do something about it.

Combining the efforts of many local civic organizations in a two-week promotion, KBON offered as a grand prize, a completely stocked fallout shelter built in the basement of the winner's home. All entrants received a pamphlet from the Omaha office of Civil Defense on how to build a fallout shelter. KBON officials expect to announce the winner this week. Civil Defense officials feel that KBON's efforts on fallout shelters will be widespread and lauded the station for its tacfulness in bringing to the front a serious situation.

A busy month at WLOL

WLOL Minneapolis-St. Paul tied a promotion into the Rose Bowl fever that swept the Twin Cities last month, and saw its popularity soar. Designed to sell WLOL as *the* "Sound of the Cities," the promotion consisted of a 10-day contest in which listeners were asked to identify 20 city sounds broadcast over the station. The winner received a Rose Bowl trip for two, including air transportation, hotel accommodations and game tickets.

Running at the same time as this contest was another in which a different mystery tune, introduced by a sound of the city, was played each hour, with the first listener telephoning the station with the name of the song winning a Helbros watch. Together, the contests produced an avalanche of mail for WLOL and a jammed switchboard. The station said it monitored 2,701 calls (with more backed up that never did get through) and counted 2,551 pieces of mail.

Nor did these contests exhaust WLOL's promotional activity last month; it also hitched a ride on Echo I. Noting that the Post Office was to issue a stamp on Dec. 15 commemorating the communications satellite, the station offered a first-day cover and cachet of the stamp to listeners who requested it. Almost 1,000 did, and received from Washington, envelopes bearing the stamp and the first-day postmark.

WLOL was interested in promoting the stamp not only because of its theme, "Communications for Peace," but as a matter of state pride—Echo I was built in Minnesota.

Drumbeats...

Christmas spirit ▪ KOL Seattle and the *Post-Intelligencer* buried their competitors' hatchets for the pre-Christmas season to jointly promote the newspaper's Christmas Fund drive. As a special incentive to give, each contributor to the fund had his name flashed across KOL's moving letter telenews sign. More than 1,000 contributors were recognized during the campaign. Use of KOL's sign was mentioned daily in the newspaper.

It pays to gripe ▪ Gripers in Evansville, Ind., have discovered a sympathetic and sometimes generous benefactor. WJPS there is sponsoring a "Gripe Contest" and listeners are invited to "squawk" to their un-frustrated delight with a weekly prize of one silver dollar each awarded to five contestants submitting the most constructive complaints. The campaign has proved to be one of the more successful of the station's several past promotions. Most frequent gripes submitted concern noisy train whistles and better mail, telephone and traffic services. WJPS forwards all gripes to the proper authority.

Business greeting ▪ A recording of the "Jest of Flair"—selected portions from ABC Radio's *Flair,* program service—has been sent to advertisers and to agencies as a "New Year's reminder." In a note accompanying the recording, Robert R. Pauley, vice president in charge of the network, commented, "Hope you enjoy it and add *Flair* and other ABC shows to your schedule in 1961."

Endurance contest ▪ WIL St. Louis personalities Ron Lundy and Robin Scott conducted a marathon broadcast to raise funds for the Boys Club of St. Louis. They raised over $11,000 in pledges before a doctor advised Mr. Lundy to drop out of the endurance contest due to "traumatic laryngitis." Mr. Scott established what WIL claims is a St. Louis marathon record of 67 hours and eight minutes. Each contributor was given a guess on which WIL-man would lose consciousness first and at what time for $100 prize.

BROADCAST ADVERTISING

Harold Breitner, formerly senior vp of Wesley Assoc., N. Y., joins Fladell/ Harris Adv., N. Y., (now Fladell, Harris & Breitner Adv.) as president. **Ernest Fladell** becomes vp in charge of creative services and **Leslie A. Harris,** administrative head, serves as vp and media director.

Robert D. Myers, president of Mahool Adv., Baltimore, assumes similar position in merger of Mahool with Peter Torrieri Adv., that city. **Peter Torrieri** becomes secretary-treasurer.

William K. Foster, formerly account executive at Ted Bates, New York, named assistant vp.

N. T. Garrabrant, James W. Green, Frank Westbrook and **Arnold R. Reisinger** named vps at North Adv., Chicago. Mr. Garrabrant was media director; Mr. Green was account director; Mr. Westbrook was creative director of visuals and Mr. Reisinger was account director.

Robert W. Hall, head of radio-tv department at Thompson-Koch Adv., N. Y., named media director.

John A. Fitz Randolph, officer of J. Walter Thompson, N. Y., resigns to become general partner in investment firm of Francis I. duPont & Co.

Harry C. Groome Jr., and **Neal O'Connor,** elected vps of N. W. Ayer & Son, Philadelphia. Mr. Groome is associate managing director of plans and marketing department, while Mr. O'Connor is service supervisor on Sealtest account in agency's New York office.

Thomas L. Blosl, radio-tv director of Botsford, Constantine & Gardner, Seattle, Wash., advertising agency, promoted to vp.

E. Bradford Hening elected executive vp of Bauer & Tripp, Philadelphia.

Kenneth F. Curry named account executive at Los Angeles office of Erwin Wasey, Ruthrauff & Ryan. **James A. Mowen** appointed merchandising executive.

Roy Silver joins Rose-Martin, New York, as account executive. He formerly was director of client services at E. D. Gottlieb Co., that city.

Richard M. Toal joins Albert Frank-Guenther Law, Philadelphia, as production manager.

Alex Goodman, formerly manager of N. W. Ayer's New York Plymouth News Bureau, joins executive staff of Edward Gottlieb & Assoc., pr firm.

T. S. Thompson, national sales manager of Maxwell House coffee division of General Foods, White Plains, N. Y., named to newly created post of assistant general manager of division. **Walter Cohan,** eastern region sales manager, becomes national sales manager, while **Warren Powers,** production services manager, is named production manager for the coffee division.

Arch MacDonald, formerly vp and creative director at Campbell-Mithum, appointed associate creative director at Cunningham & Walsh, Chicago.

Mr. Baiter

Richard E. Baiter, merchandising manager of Pepsodent Div. at Lever Bros., N. Y., named marketing vp of that division. Before joining Lever Bros. in 1956 as merchandising manager for company's toilet soaps, Mr. Baiter had 20 years experience in the grocery field.

Edward F. Archer, formerly with Fletcher D. Richards Inc. (now Fletcher Richards, Calkins & Holden), N. Y., appointed supervisor of accounting department and office manager for Foote, Cone & Belding, N. Y. He succeeds **Charles H. Newbrand,** assistant secretary and assistant treasurer in charge of agency's New York office, who transfers to FC&B, Chicago, where he will assume additional responsibilities in agency's financial department.

James P. Grymyr, A. E. (Gene) Carr and **Ronald H. Oakland** join Knox Reeves Adv., Minneapolis, as copy chief, associate copy chief and assistant radio-tv director, respectively.

Bernard Levine, formerly research-project director at Grey Adv., N. Y., joins Gardner Adv., that city, as research group supervisor. **Richard L. Rich,** formerly of Geer-DuBois, joins Gardner as copywriter.

Ralph F. Moriarty, formerly marketing manager of SOS Div. of General Foods Corp., Chicago, to Leo Burnett Co., there, as marketing supervisor. He had been with General Foods in various marketing and advertising positions for 6½ years.

Robert E. Alvares, formerly of Compton Adv., New York, joins copy department of Lennen & Newell, that city.

Douglas P. Walker, formerly with Erwin, Wasey, Ruthrauff & Ryan, Los Angeles, to Hollywood office of N. W. Ayer & Son as assistant regional account executive on Plymouth Dealers' Assn.

Eugene F. Hunt, copy supervisor at Ketchum, MacLeod & Grove, Pittsburgh, promoted to creative supervisor.

Howard Flynn, account executive at Walter McCreery Inc., Hollywood, resigns. He will continue daily news show on KMPC Los Angeles.

Carolyn Hatt, formerly with J. Walter Thompson Co., New York, to Henry J. Kaufman & Assoc., Washington, as copywriter.

John W. J. McCrosky, previously account executive at J. Walter Thompson Co., Chicago, to Needham, Louis & Brorby, that city, in similar capacity. **Herbert H. Clark,** formerly with Erwin Wasey, Ruthrauff & Ryan, to NL&B as art director.

Edward M. Thiele, vp and director at Leo Burnett Co., Chicago, elected executive vp in agency's client service division. Elected to board of directors are **Robert G. Everett** and **Roy Lang,** vps in client service division, **John Matthews,** vp associate copy director and print copy department manager, and **Don Tennant,** vp in charge of tv commercial department. **John C. Ianiri,** account supervisor, elected vp.

Howard Haas promoted from na-

tional sales manager to marketing director at Sealy Inc. (mattress products), Chicago.

Budd Weeding, formerly with Los Angeles office of Leo Burnett Co., joins Clinton E. Frank, Chicago, as tv writer-producer.

Jacqueline Wille and **Dixie Steck** named executive assistants in account service department of Krupnick & Assoc., St. Louis.

Sig Rehbock, formerly head of own advertising agency, joins Rose-Martin, New York, as member of client service group.

C. Peter Davis joins pr staff of Doremus & Co., New York. He formerly was pr director for Sheraton Corp. of America.

THE MEDIA

Lloyd Amoo, vp in charge of engineering of North Dakota Broadcasting Co. (KXJB-TV Valley City, KBMB-TV Bismarck, KXMC-TV Minot, KXAB-TV Aberdeen, KXGO-TV Fargo-Moorhead and KXGO Fargo, all North Dakota), appointed executive vp. **Neal Edwards,** station manager of KXAB-TV, named vp of company in charge of station.

William J. Page named station manager and assistant to general manager of WWOK Charlotte, N. C. He formerly was manager and part owner of WABZ Albemarle, N. C., and manager of WEZL Richmond, Va.

John Vath, manager of WWL New Orleans, resigns to accept similar position with WSMB, that city. He will be succeeded at WWL by **William Dean** who moves up from operations manager. Changes are effective Jan. 15.

Mr. Pfeiffer

Edwin W. Pfeiffer, sales manager of WGR-TV Buffalo, promoted to station manager. Previously he was commercial manager of KOTV (TV) Oklahoma City. Before that he was account executive for Edward Petry & Co.

Bernard Wilson, manager of KNOG Nogales, to KAAA Kingman, both Arizona, in similar capacity. Before assuming post at KNOG he was sales manager of KAAA.

Harold E. Hill, administrative vp of National Assn. of Educational Broadcasters, transfers to association's Washington office, effective March 1.

Pierre Willis Jr. joins WRIM Pahokee, Fla., as general manager and program director.

Realignments announced at ABC News

Francis N. (Fritz) Littlejohn Jr., ABC director of news and public affairs for past seven years, resigns, effective immediately. No reason was given for his resignation. **John Madigan,** ABC manager of New York newsrooms, was named acting director, replacing Mr. Littlejohn, until final arrangement is made. **Frank LaTourette,** ABC News special projects producer, appointed to newly-created post of ABC News national news editor—radio. Mr. Littlejohn's action followed resignation six weeks ago of his former superior, John C. Daly, who was

Mr. Littlejohn

Mr. Madigan

ABC vp in charge of news, special events and public affairs. **James C. Hagerty,** news secretary to President Eisenhower, is scheduled to succeed Mr. Daly shortly after Inauguration Day.

Mark Ethridge, publisher of *Louisville Times* and *Courier-Journal* (licensee of WHAS-AM-TV Louisville) and formerly NAB president (March-August, 1938), named Man of The Year by Louisville Advertising Club.

Mr. Denenholz

Mr. Reulman

Daniel Denenholz, vp and director of research and promotion of The Katz Agency, N. Y., station rep, elected secretary of company. Mr. Denenholz, who joined firm in 1931, was elected vp in 1957. **Stanley Reulman,** manager of Katz' San Francisco office, elected vp charge of west coast operations. He becomes first vp elected by Katz for coast territory.

Thomas Haviland promoted from commercial to general manager at WCFL Chicago, succeeding **Martin Hogan,** who resigned.

Walter Cronkite, veteran CBS News correspondent, named Outstanding Television-Radio Personality of 1960 by Baltimore Advertising Club. He will be honored at banquet Feb. 11.

Byron E. Goodell, on sales staff of NBC-TV Spot Sales, N. Y., named eastern division sales manager.

Ted Court Jr., formerly on sales staff of WROV Roanoke, to WEET Richmond, both Virginia, as local sales manager.

John Conomikes, account executive for WTAE (TV) Pittsburgh, promoted to local sales manager.

Edward J. Peters named local sales manager of WMBD Peoria, Ill. **John Coleman,** weatherman and air personality at WCIA, that city, to WMBD-AM-FM-TV in similar capacity.

Richard J. Hayes, formerly of Edward Petry & Co., N. Y., joins Blair Television Assoc., that city, as account executive.

Don W. Peters joins sales staff of KTIV (TV) Sioux City, Iowa. He had been with Northeast Nebraska Telephone Co.

Don Waterman, formerly executive vp at Bob Dore Assoc., New York, to WNBC, that city, as member of sales staff.

Robert L. Simmons, formerly with Electra Teleproductions, Baltimore, joins WJZ-TV, that city, as account executive. He succeeds **Daniel S. Jacobson,** who moves to KOTN Pine Bluff, Ark., as general manager.

Mr. Maier

H. W. Maier, account executive at Blair-Tv, Dallas, transfers to Atlanta to head company's new tv sales office there. Mr. Maier, stationed in Dallas for three years, formerly was with CBS Spot Sales from 1952-55, during part of which time he was headquartered in Atlanta. **Jack Van Volkenburg Jr.,** formerly of sales staff of KNXT (TV) Los Angeles, succeeds Mr. Maier as account executive in Dallas.

James McQuade appointed sales service manager for WCBS New York. He had been supervisor of CBS Radio Network program clearances.

William F. MacCrystall, head of tv sales for H-R Television Inc., appointed manager of firm's Los Angeles office. He succeeds **Harold Lindley** who retires after 17 years with company. **Richard**

A. Leader joins organization as senior account executive for radio. Mr. Leader was formerly general sales manager of KWIZ Santa Ana, Calif.

Earl Harder, manager of traffic at WNBC-AM-TV New York, named to newly-created post of director of continuity acceptance.

Ron Thompson appointed program director at KFJZ Ft. Worth, Tex. He previously has been with KTOW and KOMA, both Oklahoma City, and WVKO Columbus, Ohio.

Harry Mohr, formerly promotion-publicity director at WTVN (TV) Columbus, Ohio, to WKRC-TV Cincinnati as program manager.

Mr. Burton

William K. Burton, formerly account executive, National Advertising Co., subsidiary of Minnesota Mining & Mfg., joins Robert E. Eastman Co., as manager of Detroit office. Mr. Burton replaces **Frank L. Boyle,** who will move to New York office to assume major agency sales responsibilities. Mr. Boyle joined Eastman Co. in September 1959. Before that he was local sales manager of WJR Detroit.

Holt Gewinner Jr. named director of newly organized and expanded merchandising department of WSB-TV Atlanta. **Jean Hendrix,** assistant to general manager, assumes supervision of publicity and promotion department in addition to her current duties. **Wallace Rogers II** named assistant publicity and promotion director and **Roger Marx** is advanced to traffic operations manager after three years as producer.

Carl Anderson joins sales staff of KMA Shenandoah, Iowa.

Bill Sawyers, formerly station manager of KBIQ (FM) Los Angeles, to sales department of KPOL-AM-FM, that city.

Alice Necker previously assistant film manager at WCBS-TV New York, to WBBM-TV Chicago as film manager. She replaces **Mrs. Paula Schwarz** who resigned.

Dan Henry appointed chief announcer of WDAF Kansas City. He retains duties as host of own show.

Olin Morris, news director of WPTA (TV) Roanoke, Ind., promoted to program-production manager.

Lloyd Ellingwood appointed executive producer at WTTW (TV) Chicago (educational station). New assignment entails responsibility for development and production of new program series for distribution of 50 station National Educational Television Network.

Carter Davidson, foreign editor of WBBM-TV Chicago, named winner of France's coveted Legion of Honor for his contribution to American understanding of international problems through his reporting while member of Associated Press.

Jules Rind promoted to news director WPEN Philadelphia. **Lee Norman,** formerly with WCAO Baltimore, and **James Klash,** who had been with WNAR Norristown, Pa., added to news staff.

Robert E. Sharon, vp and general manager of KDEO San Diego, to KFWB Los Angeles as sales manager.

Robert C. Fehlman, manager of WHBC Canton, Ohio, to WPDQ Jacksonville, Fla., in similar capacity, effective March 1. **Paul E. Gilmor,** sales manager, succeeds Mr. Fehlman who held position for 15 years. Both stations are affiliates of Brush-Moore Newspapers Inc.

W. E. McClenahan, general manager of KWEB Rochester, Minn., resigns. He will announce future plans shortly.

William T. Klumb, national sales manager for WTMJ-TV Milwaukee resigns, effective Jan. 21 and will leave broadcasting. Station will name successor shortly.

Nelson Griswold, formerly city editor of *The Buffalo* (N.Y.) *Evening News,* joins WBEN-AM-FM-TV, that city, as director of news and public affairs.

Lawrence E. Dennis, vp for academic affairs, Pennsylvania State U., elected chairman of Joint Council on Educational Tv, succeeding **Dr. Albert N. Jorgensen,** U. of Connecticut president. Mr. Dennis represents American Council on Education on JCET. **Dr. Edgar Fuller,** executive secretary of Council of Chief State School Officers, chosen vice chairman of JCET.

Peter Clapper, head of radio-tv branch of Division of Information, Headquarters Marine Corps, Washington, joins ABC News as Washington commentator. He is son of the late Raymond Clapper, well-known radio and newspaper reporter and columnist.

Don McMullin, news editor, WCIA (TV) Champaign, Ill., elected treasurer of Illinois News Broadcasters Assn. for 1961.

George Spelman, formerly disc jockey at WBUD Trenton, N. J., to WILM Wilmington, Del., as program manager.

William H. Birch joins WBKB (TV) Chicago as chief cameraman. He formerly was with news department of WNBQ (TV), that city.

James E. Edwards, with *Prairie Farmer* and its enterprises for 47 years and president since 1948, retires. Among enterprises which he headed was WLS Inc. (WLS Chicago) which separated from *Prairie Farmer* this year.

Luther Self, formerly children's personality at KTLA (TV) Los Angeles, to KNTV (TV) San Jose, Calif., in similar capacity.

Hal Fisher, assistant director of news and public affairs department of WBBM-TV Chicago, promoted to director of newly formed public affairs department.

Irwin Brown, news editor at WSUN-AM-TV St. Petersburg, Fla., appointed acting director of news.

E. E. (Ed) Herbert, news editor and commentator at WTVT (TV) Tampa-St. Petersburg, Fla., promoted to assistant news director.

Kyle Rote, co-captain of New York football Giants and sports broadcaster, signs as director of sports and community relations at WNEW New York, for second year.

David C. Horowitz appointed to news staff of KRNT-TV Des Moines, Iowa.

William Garrett, formerly of WWNY Watertown, N. Y., joins WGLI-AM-FM Babylon, N. Y.

Steve Schickel, formerly d.j. at WGN Chicago appointed publicity director for Mercury Records, that city.

Dave Davis joins WWIL-AM-FM Ft. Lauderdale, Fla., as air personality.

PROGRAMMING

Ben Kranz, producer at Robert Lawrence Productions, N. Y., named vp and senior producer. **Harold Bernard** of editorial staff named editorial supervisor.

Louis Mucciolo, formerly vp in charge of studio operations for Robert Lawrence Productions, N. Y., joins ARTS (Advertising, Radio & Television Services Inc.), that city, as executive vp in charge of production, Gerald Productions Inc., subsidiary of ARTS.

John P. Atherton, vp in charge of tv production at Kastor Hilton Chesley Clifford & Atherton, N. Y., joins Wilbur Streech Productions, that city, as vp and musical director.

Joseph S. Seroka, sales promotion manager of Benrus Watch Co., N. Y., announces formation of Seroka-Calvert Inc., Mamaroneck, N. Y. New organization will specialize in advertising and sales promotion programs. Mr. Seroka was with Benrus for nine years.

Bill Barr, on creative staff at Goodson-Todman Productions, N. Y., named associate producer of new game show,

Number Please, on ABC-TV (Mon.-Fri., 12:30-1 p.m. EST).

Fred L. Strozier, former South American manager of AP, Buenos Aires, transfers to New York as administrative assistant to Oliver Gramling, assistant general manager in charge of AP broadcast activities.

Doris Gilbert, Maurice Tombragel and **Martin Wark** elected directors of the tv-radio branch of Writers Guild of America, West, bringing board to its full strength of 11 persons. Miss Gilbert and Mr. Tombragel represent tv writers; Mr. Wark represents Guild's radio division.

Mr. Collier

Bruce Collier appointed Southwestern Div. manager for United Artists Assoc. Mr. Collier, formerly was with Crosby/Brown Productions. **B. Cranshaw Bonner,** formerly account executive, Jayark Corp., N. Y., named UAA account executive for Atlanta.

Tony Muto, continuing as tv research director, takes on additional duties as head of 20th Century Fox Productions story department, succeeding **Kenneth Evans,** resigned.

Hal Marienthal joins Paramount Television Productions as salesman for video tape services. He formerly was owner-operator of National Videotape Service Inc., Hollywood.

Ken Drake joins staff of On Film Inc., Princeton, N. J., as animation and aerial image director. Formerly he was production manager of UPA Pictures Inc., supervising expansion of firm's New York office and organizing London office.

Kenneth D. Gilmore, northeastern division representative of United Press International, retires after 34 years with news agency.

Harold Klein, attorney, named executive director of Film Producers Assn. of New York.

Joe Trentin, formerly of film department of United Artists-TV Inc., N. Y., joins Sponsors Film Service, Union City, N. J., as vp and general manager.

EQUIPMENT & ENGINEERING

George T. Stewart and **Austin J. White** named regional sales vps by Sylvania Electric Products Inc. Mr. Stewart had been vp, distribution; Mr. White, general manager, Chicago branch. **Ralph L. Bloom** appointed district manager and **Gerald P. Goetten** assistant district manager, both with headquarters in Los Angeles.

Pierre A. Portman promoted to assistant director in Research and Development Directorate of Page Communications Engineers Inc., Washington, D. C., subsidiary of Northrop Corp.

Juan Chiambro appointed chief engineer by ITA Inc., Lansdowne, Pa., manufacturers of broadcast equipment. **R. Paul Comstock Jr.,** formerly with Schafer Engineering, division of Textron Electronics, appointed director of sales.

R. S. Egolf, manager of international program-radiophoto services at RCA Communications Inc., New York, retires. He is succeeded by **Louis G. Donato.**

Ross H. Snyder appointed staff assistant to director of marketing division of Eitel-McCullough Inc., San Carlos, Calif., manufacturer of electron-power tubes. **Walter Boiko** named senior sales engineer with headquarters in New York.

Robert M. Carstens appointed assistant sales manager of Zenith Sales Corp.'s international sales division.

J. A. Brustman, RCA computer engineer, named manager, electronic systems engineering of advanced systems development engineering activity, RCA Electronic Data Processing Div.

Stephen Krsna, formerly of NJE Corp., joins PRL Electronics Inc., Rahway, N. J., as chief engineer.

George Capsis, formerly lecturer, Dept. of Communications, Columbia U., joins RCA as manager of presentations and exhibits.

Robert F. O'Hare and **Kenneth L. LaPlante,** both of Sylvania Electric Products Inc., N. Y., named sales engineers for eastern region. **John F. McCole,** senior engineer for Sylvania's microwave device operations, Mountain View, Calif., named sales engineer for midwestern region, Dallas. **Peter K. Packard** becomes sales engineer, midwest, headquartering in Chicago. Joining Pacific region are **Perry Dudley** and **David H. Simon.**

INTERNATIONAL

James W. Dodd appointed manager of sales administration for NBC international enterprises. Since 1954 he has been international sales coordinator of Screen Gems.

Thomas L. Anderson, board chairman of Cockfield, Brown & Co., Toronto, retires after 40 years with agency. He has been vp, manager of Toronto office, director, managing director and president.

Joseph I. Stampleman, president and managing director, Gillette of Canada Ltd., Montreal, elected board chairman. **Richard S. Reuland,** executive vp, becomes president and managing director.

Augusto Godoy, formerly of Godoy & Godoy, advertising agency in Havana, Cuba, joins J. Walter Thompson, as manager of its Lima, Peru office. **J. G. O. Webster** will return to Santiago, Chile, to resume direction of JWT Chilena S. A. C.

Bernard Goulet, radio program producer of Montreal appointed to fill vacancy on Canadian Board of Broadcast Governors left by resignation last summer of **Roger Duhamel,** French-language editor who is now Queen's Printer at Ottawa, Ont. **Carlyle Allison,** full-time member of BBG since its formation two years ago, appointed vice-chairman.

George Brown, production manager of CFAC Calgary, to sales manager of CHCT-TV, that city.

Sheldon Lodge, media director of McCann-Erickson (Canada) Ltd., Montreal, named radio representative of Paul Mulvihill & Co., station rep firm, that city.

ALLIED FIELDS

Dr. William E. Kendall, on president's staff of The Psychological Corp., N. Y., named head of its marketing and social research division.

DEATHS

C. A. (Fritz) Snyder, 62, longtime broadcasting and advertising executive, consultant to stations in south most recently, died suddenly in Myrtle Beach, S. C. Dec. 16. He began his advertising career with Chrysler Corp. in 1923 and later served as assistant advertising manager of Standard Oil Co.; account executive for The Biow Co.; assistant to president of Bulova Watch Co.; account executive for J. Stirling Getchell Adv., and in station relations executive posts with both CBS and ABC.

Mr. Spence

Edwin M. Spence, 72, former secretary-treasurer of NAB, and former part-owner of WWDC Washington, died Dec. 31 of stroke in Miami. Mr. Spence was first manager of municipally - owned WPG Atlantic City in early 20's and had lived in Miami since 1943. He held part interest in one of applicants for Miami ch. 7, Sunbeam Television Corp., in case now under review.

Brewster Bowen Morgan, 53, independent tv producer and former producer with N. W. Ayer and CBS, died Dec. 25 in Beverly Hills, Calif.

TV NETWORK SHOWSHEET

Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsors or type of sponsorship. Abbreviations: sust., sustaining; part., participating; alt., alternate sponsor; co-op, cooperative local sponsorships; F., film; L, live; T, video tape. All times EST. Published first issue in each quarter

SUNDAY MORNING

10-11 a.m.

ABC-TV No network service.
CBS-TV 10-10:30 *Lamp Unto My Feet*, sust.,
NBC-TV 10-10:30 No network service; 10:30-11 *Look Up and Live*, sust., L.

11-12 Noon

ABC-TV 11-11:30 No network service; 11:30-12 TBA.
CBS-TV 11-11:30 No network service; 11:30-11:55 *Camera Three*, sust., F; 11:55-12 *News*, sust.
NBC-TV No network service.

SUNDAY AFTERNOON

Noon-1 p.m.

ABC-TV 12-12:30 *Meet the Professor*, Gen. Mills, L.; 12:30-1 *Pip the Piper*, Gen Mills.
CBS-TV *Meet the New Senators*, sust.
NBC-TV No network service.

1-2 p.m.

ABC-TV 1-1:30 *Directions '61*, sust.; 1:30-2 *Issues and Answers*, sust.
CBS-TV No network service.
NBC-TV 1-1:15 *News*. sust., 1:15-1:30 No network service; 1:30-2 *Frontiers of Faith*, sust.

2-3 p.m.

ABC-TV No network service.
CBS-TV 2-2:30 No network service; 2:30-4 *CBS Sports Spectacular*, part.
NBC-TV *Pro Basketball* part.

3-4 p.m.

ABC-TV 3-3:30 No network service; 3:30-4 *Roundup, U.S.A.*, sust.
CBS-TV *Sports*, cont.
NBC-TV *Pro Basketball* cont.

4-5 p.m.

ABC-TV 4-4:30 *Championship Bridge*, North American Van Lines, Shwayder, F.; 4:30-5 *Paul Winchell Show*, Hartz Mountain, L.
CBS-TV No network service.
NBC-TV *Basketball*, cont.

5-6 p.m.

ABC-TV 5-5:30 *Matty's Funday Funnies*, Mattel, F.; 5:30-6 *Rocky & His Friends*, Gen. Mills, American Chicle, Peter Paul, F.
CBS-TV 5-5:30 *Ted Mack and the Original Amateur Hour*, J. B. Williams, L.; 5:30-6 *GE College Bowl*, Gen. Elec., L.
NBC-TV 5-5:30 *Celebrity Golf*, Kemper, F.; 5:30-6 *Chet Huntley Reporting*, Kemper, L.

SUNDAY EVENING

6-7 p.m.

ABC-TV 6-6:30 No network service; 6:30-7:30 *Walt Disney Presents*, part., F.
CBS-TV 6-6:30 *Oh, Those Bells*, TBA; 6:30-7 *Twentieth Century*, Prudential, F.
NBC-TV 6-6:30 *Meet the Press*, Co-op., L.; 6:30-7 *People Are Funny*, E. R. Squibb, F.

7-8 p.m.

ABC-TV 7-7:30 *Walt Disney Presents*, cont.; 7:30-8:30 *Maverick*, Kaiser, Armour, Noxema, R. J. Reynolds, F.
CBS-TV 7-7:30 *Lassie*, Campbell Soup, F.; 7:30-8 *Dennis the Menace*, Best Foods, Kellogg, F.
NBC-TV *Shirley Temple*, Malto, Nabisco, Beechnut Life Savers, L.

8-9 p.m.

ABC-TV 8-8:30 *Maverick*, cont.; 8:30-9 *Lawman*, Reynolds Tobacco, Whitehall, F.
CBS-TV *Ed Sullivan Show*, Colgate, Eastman Kodak, L.
NBC-TV 8-8:30 *National Velvet*, Rexall, Gen. Mills, F.; 8:30-9 *Tab Hunter*, P. Lorillard, Westclox, F.

9-10 p.m.

ABC-TV 9-9:30 *The Rebel*, P&G, Liggett & Myers, F.; 9:30-10:30 *The Islanders*, L & M, Warner-Lambert, United Motors, Ludens, F.
CBS-TV 9-9:30 *GE Theatre*, Gen. Elec., F.; 9:30-10 *Jack Benny Program*, Lever, State Farm Mutual, F.
NBC-TV *Chevy Show*, Chevrolet, L.

10-11 p.m.

ABC-TV 10-10:30 *The Islanders*, cont.; 10:30-11 *Winston Churchill; The Valiant Years*, Edward Dalton Co., F.
CBS-TV 10-10:30 *Candid Camera*, Lever, Bristol-Meyers, F.; 10:30-11 *What's My Line*, Kellogg, Sunbeam, L.
NBC-TV 10-10:30 *Loretta Young Show* Toni, Warner-Lambert, alt., F.; 10:30-11 *This Is Your Life*, Block Drug, L.

11-11:15 p.m.

ABC-TV No network service.
CBS-TV *Sunday News Special*, Whitehall alt. with Carter, L.
NBC-TV No network service.

MONDAY-FRIDAY MORNING

7-8 a.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV *Today*, part.

8-9 a.m.

ABC-TV No network service.
CBS-TV 8-8:15 *CBS News*, sust., L.; 8:15-9 *Captain Kangaroo*, part., L.
NBC-TV *Today*, cont.

9-10 a.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV No network service.

10-11 a.m.

ABC-TV No network service.
CBS-TV 10-10:30 *December Bride*, part., F.; 10:30-11 *Video Village*, part., L.
NBC-TV 10-10:30 *Say When*, part., L.; 10:30-11 *Play Your Hunch*, part., L.

11 a.m.-noon

ABC-TV 11-11:30 *Morning Court*, part., L.; 11:30-12 *Love That Bob*, part., F.
CBS-TV 11-11:30 *I Love Lucy*, part., F.; 11:30-12 *Clear Horizon*, part., F.
NBC-TV 11-11:30 *The Price Is Right*, part., L.; 11:30-12 *Concentration*, part., L.

MONDAY-FRIDAY AFTERNOON, EARLY EVENING AND LATE NIGHT

Noon-1 p.m.

ABC-TV 12-12:30 *Camouflage*, part., F.; 12:30-1 *Number, Please*, part., L.
CBS-TV 12-12:30 *Love of Life*, part., L.; 12:30-12:45 *Search for Tomorrow*, P&G, L.; 12:45-1 *Guiding Light*, P&G, L.
NBC-TV 12-12:30 *Truth or Consequences*, part., L., 12:30-12:55 *It Could Be You*, part., L.; 12:55-1 *News*, Gen. Mills, L.

1-2 p.m.

ABC-TV 1-1:30 *About Faces*, part., L.; 1:30-2 No network service.
CBS-TV 1-1:05 *News*, sust., L.; 1:05-1:30 No network service: 1:30-2 *As the World Turns*, part., L.
NBC-TV No network service.

2-3 p.m.

ABC-TV 2-2:30 *Day In Court*, part., L.; 2:30-3 *Road To Reality*, part., L.
CBS-TV 2-2:30 *Full Circle*, sust., 2:30-3 *Art Linkletter's House Party*, part., L.
NBC-TV 2-2:30 *Jan Murray Show*, part., L.; 2:30-3 *Loretta Young Show*, part., F.

3-4 p.m.

ABC-TV 3-3:30 *Queen For a Day*, part., L.; 3:30-4 *Who Do You Trust?*, part., L.
CBS-TV 3-3:30 *The Millionaire*, part., F.; 3:30-4 *The Verdict Is Yours*, part., L.

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TV SPECIALS FOR JANUARY, FEBRUARY & MARCH

Note: Subject to change.

ABC-TV

Jan. 20: 11 a.m.-3 p.m.
Inaugural Ceremonies, sust.
Jan. 20: 11 p.m.-midnight
Inaugural Ball, sust.
Jan. 21: 10-11 p.m.
National Star Bowling Tournament, Miles, Gillette.
Jan. 22: 5:30-6:30 p.m.
Bing Crosby Golf Tournament, Oldsmobile.
Jan. 22: 9:30-10:30 p.m.
Bell & Howell Close-Up, Bell & Howell.
Feb. 6: 10:30-11 p.m.
Bell & Howell Close-Up, Bell & Howell.
Feb. 16: 10:30-11 p.m.
Bell & Howell Close-Up, Bell & Howell.
Mar. 13: 9:30-10:30 p.m.
Bing Crosby Special, Oldsmobile.
Mar. 29: 10-11 p.m.
Bell & Howell Close-Up, Bell & Howell.

CBS-TV

Jan. 12-13: 7:30-8:30 p.m.
Family Classics, Breck
Jan. 15: 8-9:30 p.m.
Gershwin Years, GE.
Jan. 18: 8:30-10 p.m.
DuPont Show of the Month, duPont.
Jan. 22: 4-5:30 p.m.
Leonard Bernstein & the New York Philharmonic, Ford
Feb. 12: 4-5 p.m.
New York Philharmonic Young Peoples' Concert, Shell Oil.
Feb. 18: 9:30-11 p.m.
DuPont Show of the Month, duPont.
Feb. 26: 4-5:30 p.m.
Leonard Bernstein & the New York Philharmonic, Ford
Mar. 6: 9-10:30 p.m.
Ingrid Bergman Special, Revlon.
Mar. 19: 4-5 p.m.
New York Philharmonic Young Peoples' Concert, Shell Oil.

NBC-TV

Jan. 11: 9-10 p.m.
Bob Hope Buick Show, Buick.
Jan. 31: 9-10 p.m.
Bobby Darin Show, Revlon.
Feb. 5: 5-6 p.m.
Omnibus, Aluminium Ltd.
Feb. 5: 3-5 p.m.
NBC Opera, sust.
Feb. 7: 7:30-9 p.m.
Hallmark Hall of Fame, Hallmark.
Feb. 9: 8:30-9:30 p.m.
Remember How Great, American Tobacco.
Feb. 15: 10-11 p.m.
Bob Hope Buick Show, Buick.
Mar. 2: 9:30-11 p.m.
25 Years of Life, Life Magazine.
Mar. 5: 5-6 p.m.
Omnibus, Aluminium Ltd.
Mar. 11: 9:30-10 p.m.
Our American Heritage, Equitable Life Assurance Society.
Mar. 18: 8:30-9:30 p.m.
Bob Hope Buick Show, Buick.
Mar. 25: 7:30-8:30 p.m.
Timex Circus, Timex.
Mar. 26: 3-5 p.m.
NBC Opera, sust.
Mar. 26: 5-6 p.m.
Omnibus, Aluminium Ltd.
Mar. 26: 6:30-8 p.m.
Hallmark Hall of Fame, Hallmark.
Mar. 28: 9-10 p.m.
Project 20, Purex.
Mar. 29: 7:30-8:30 p.m.
Project 20, Savings & Loan Foundation.
April 1: 9:30-10 p.m.
Our American Heritage, Equitable Life Assurance Society.

NBC-TV 3-3:30 *Young Dr. Malone*, part., L.; 3:30-4 *From These Roots*, part., L.

4-5 p.m.

ABC-TV *American Bandstand*, part., L.
CBS-TV 4-4:15 *The Brighter Day*, L.; 4:15-4:30 *Secret Storm*, part., L.; 4:30-5 *Edge of Night*, part., L.
NBC-TV 4-4:30 *Make Room For Daddy*, part., F.; 4:30-5 *Here's Hollywood*, Hartz Mountain, Procter-Silex, F.

5-6 p.m.

ABC-TV 5-5:30 *American Bandstand*, cont.; 5:30-6 *Rocky & His Friends*, (Mon., Thurs.); *Rin Tin Tin*, (Tues., Fri.); *Lone Ranger*, (Wed.), part., F.
CBS-TV No network service.
NBC-TV No network service.

6-7:30 p.m.

ABC-TV 6-6:15 *News*, sust., 6:15-7:30 No network service, except Tue., 7-7:30 *Expedition*, Ralston Purina.
CBS-TV 6-6:45 No network service; 6:45-7 *News*, part.; 7-7:30 No network service.
NBC-TV 6-6:45 No network service; 6:45-7 *Huntley-Brinkley News*, Texaco, L.; 7-7:30 No network service.

11:15-1 a.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV *Jack Paar Show*, part., T.

MONDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8:30 *Cheyenne*, Union Carbide, P&G, Ralston, Bristol-Myers, R. J. Reynolds, A. C. Spark Plug, Peter Paul, Dow, F.
CBS-TV *To Tell the Truth*, American Home Products, Helene Curtis, L.
NBC-TV 7:30-8:30 *The Americans*, Dow, Pepsi-Cola, Pan American Coffee, Readers' Digest, Block Drug.

8-9 p.m.

ABC-TV 8-8:30 *Cheyenne*, cont.; 8:30-9:30 *Surfside 6*, Brown & Williamson, Whitehall, Johnson & Johnson, Pontiac, Cluett-Peabody, F.
CBS-TV 8-8:30 *Pete & Gladys*, Goodyear, Carnation, F.; 8:30-9 *Bringing Up Buddy*, Scott, F.
NBC-TV 8-8:30 *The Americans*, cont.; 8:30-9 *Wells Fargo*, American Tobacco, Beechnut, F.

9-10 p.m.

ABC-TV 9-9:30 *Surfside 6*, cont.; 9:30-10:30 *Adventures in Paradise*, Whitehall. J. B. Williams, Noxezema, L&M, Ludens, F.
CBS-TV 9-9:30 *Danny Thomas*, Gen. Foods, F.; 9:30-10 *Andy Griffith Show*, Gen. Foods, F.
NBC-TV 9-9:30 *Klondike*, R. J. Reynolds, and sust., F.; 9:30-10 *Dante*, Alberto-Culver, Singer Sewing Machines, F.

10-11 p.m.

ABC-TV 10-10:30 *Adventures in Paradise*, cont.; 10:30-11 *Peter Gunn*, Bristol-Myers, R. J. Reynolds, F.
CBS-TV 10-10:30 *Hennessey*, Gen. Foods, P. Lorillard, F.; 10:30-11 *June Allyson Show*, duPont, F.
NBC-TV 10-10:30 *Barbara Stanwyck Theatre*, Alberto-Culver, Amer. Gas Assn., F.; 10:30-11 *Jackpot Bowling*, Bayuk Cigars, Brunswick-Balke.

TUESDAY EVENING

7:30-8 p.m.

ABC-TV *Bugs Bunny*, Gen. Foods, Colgate, F.
CBS-TV No network service.
NBC-TV 7:30-8:30 *Laramie*, Pittsburgh Plate Glass, Beechnut, American Gas Assn., Union Carbide, Pepsi-Cola, R. J. Reynolds, F.

8-9 p.m.

ABC-TV 8-8:30 *Rifleman*, P&G, F.; 8:30-9 *Wyatt Earp*, P&G, Gen. Mills, F.
CBS-TV 8-8:30 *Father Knows Best*, Kellogg, Scott, Bristol-Myers, F.; 8:30-9 *Dobie Gillis*, Pillsbury, Philip Morris, F.
NBC-TV 8-8:30 *Laramie*, cont.; 8:30-9 *Alfred Hitchcock*, Mercury, F.

9-10 p.m.

ABC-TV *Stagecoach West*, Brown & Williamson, United Motor Service, Miles, Ralston, Gen. Foods, F.
CBS-TV 9-9:30 *Tom Ewell Show*, Quaker Oats, P&G, F.; 9:30-10 *Red Skelton*, Pet Milk, S. C. Johnson, L.
NBC-TV *Thriller*, All-State, Glenbrook, American Tobacco, Beechnut.

10-11 p.m.

ABC-TV 10-10:30 *Alcoa Presents*, Alcoa, F.; 10:30-11 No network service.
CBS-TV *Garry Moore Show*, Polaroid, S. C. Johnson, Plymouth, L.
NBC-TV *Specials*, part.

WEDNESDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8:30 *Hong Kong*, Armour, Kaiser, Beecham, Derby, F.
CBS-TV 7:30-8:30 *Aquanauts*, Carter, Lorillard, Vicks, Kellogg, Procter & Gamble, Gen. Foods, F.
NBC-TV 7:30-8:30 *Wagon Train*, R. J. Reynolds, Ford, National Biscuit, F.

8-9 p.m.

ABC-TV 8-8:30 *Hong Kong*, cont.; 8:30-9 *Adventures of Ozzie & Harriet*, Eastman Kodak, Coca-Cola, F.
CBS-TV 8-8:30 *Aquanauts*, cont.; 8:30-9 *Wanted Dead or Alive*, Brown & Williamson, Kimberly Clark, F.
NBC-TV 8-8:30 *Wagon Train*, cont.; 8:30-9 *Price Is Right*, Lever, F.

9-10 p.m.

ABC-TV *Hawaiian Eye*, Whitehall, American Chicle, Beecham, Carter, Oldsmobile, F.
CBS-TV 9-9:30 *My Sister Eileen*, Colgate, F.; 9:30-10 *I've Got a Secret*, R. J. Reynolds, Bristol-Myers, L.
NBC-TV *Perry Como Show*, Kraft, L.

10-11 p.m.

ABC-TV *Naked City*, A. C. Spark Plug, Brown & Williamson, Bristol-Myers, Derby, Warner-Lambert, Ludens, F.

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CBS-TV *U. S. Steel Hour-Circle Theatre*, U. S. Steel alt. with Armstrong, F.
NBC-TV 10-10:30 *Peter Loves Mary*, P&G, F.; 10:30-11 No network service.

THURSDAY EVENING

7:30-8 p.m.

ABC-TV *Guestward Ho*, Ralston, Seven-Up, F.
CBS-TV *Ann Sothern Show*, S. C. Johnson, Gen. Foods, F.
NBC-TV 7:30-8:30 *Outlaws*, Warner-Lambert, Beechnut, Colgate, Pan American coffee, Brown & Williamson, F.

8-9 p.m.

ABC-TV 8-8:30 *Donna Reed Show*, Johnson & Johnson, Campbell Soup, F.; 8:30-9 *Real McCoys*, P&G, F.
CBS-TV 8-8:30 *Angel*, S. C. Johnson, Gen. Foods, F.; 8:30-9 *Zane Grey*, S. C. Johnson, P. Lorillard, F.
NBC-TV 8-8:30 *Outlaws*, cont.; 8:30-9 *Bat Masterson*, Sealtest, F.

9-10 p.m.

ABC-TV 9-9:30 *My Three Sons*, Chevrolet, F.; 9:30-10:30 *The Untouchables*, L&M, Armour, Whitehall, Beecham, F.
CBS-TV *The Witness*, R. J. Reynolds, Helene Curtis, Esquire, Schick, L.
NBC-TV 9-9:30 *Bachelor Father*, American Tobacco, American Home Products, F.; 9:30-10 *The Ford Show*, Ford, L.

10-11 p.m.

ABC-TV 10-10:30 *The Untouchables*, cont.; 10:30-11 *Take A Good Look*, Dutch Masters, L.
CBS-TV *Face the Nation* and *CBS Reports*, alt., sust.
NBC-TV 10-10:30 *The Groucho Show*, P. Lorillard, Toni, F.; 10:30-11 No network service.

FRIDAY EVENING

7:30-8 p.m.

ABC-TV *Matty's Funday Funnies*, Mattel. F.
CBS-TV 7:30-8:30 *Rawhide*, Nabisco, Parliament, Gen. Foods, Drackett, Bristol-Myers, F.
NBC-TV 7:30-8:30 *Dan Raven*, Brown & Williamson, F. Last play date Jan. 13.; *Happy*, (7:30-8) DuPont

8-9 p.m.

ABC-TV 8-8:30 *Harrigan & Son*, Reynolds Metals, F.; 8:30-9 *Flintstones*, Miles, R. J. Reynolds, F.
CBS-TV 8-8:30 *Rawhide* cont.; 8:30-9:30 *Route 66*, Philip Morris, Sterling Drug, Chevrolet, F.
NBC-TV 8-8:30 starts Jan. 13—*One Happy Family*, sust., F.; 8:30-9 *Westinghouse Playhouse*, Westinghouse, F.

9-10 p.m.

ABC-TV 77 *Sunset Strip*, American Chicle, Whitehall, Beecham, R. J. Reynolds, F.
CBS-TV 9-9:30 *Route 66*, cont.; 9:30-10 *Jackie Gleason Show*, L&M, Plymouth, L.

In the Radio-TV Publishing Field only BROADCASTING qualifies for membership in Audit Bureau of Circulations and Associated Business Publications

NBC-TV *Bell Telephone Hour* (alternate weeks) AT&T, F.

10-11 p.m.

ABC-TV 10-10:30 *Robert Taylor in the Detectives*, P&G, F.; 10:30-11 *Law & Mr. Jones*, P&G, F.
CBS-TV 10-10:30 *Twilight Zone*, Gen. Foods, Colgate, L.; 10:30-11 *Eyewitness to History*, Firestone, L.
NBC-TV *Michael Shayne*, Pittsburgh Plate Glass, Oldsmobile, F.

SATURDAY MORN. & AFTERNOON

10-11 a.m.

ABC-TV No network service.
CBS-TV *Captain Kangaroo*, part., L.
NBC-TV 10-10:30 *Shari Lewis Show*, National Biscuit, Remco, American Doll & Toy, L.; 10:30-11 *King Leonardo & His Short Subjects*, Gen. Mills, Sweets, F.

11 a.m.-noon

ABC-TV 11-11:30 No network service; 11:30-12 TBA.
CBS-TV 11-11:30 *Magic Land of Allakazam*, Kellogg, F.; 11:30-12 *Roy Rogers Show*, Nestle Co.
NBC-TV 11-11:30 *Fury*, Miles, Nabisco, Sweets, F.; 11:30-12 *Lone Ranger*, Gen. Mills, F.

NOON-1 p.m.

ABC-TV 12-12:30 *Lunch With Soupy Sales*, Gen. Foods, L.; 12:30-1 *Pip the Piper*, Gen. Mills, F.
CBS-TV 12-12:30 *Sky King*, Nabisco, F.; 12:30-1 *Mighty Mouse*, Colgate, F.
NBC-TV 12-12:30 *My True Story*, Glenbrook, Dow, Simoniz, F.; 12:30-1 *Detective's Diary*, Glenbrook, Simoniz, F.

1-2 p.m.

ABC-TV No network service.
CBS-TV 1-1:30 *Robert Trout & the News*, Sust., L.; 1:30-2 No network service.
NBC-TV 1-1:30 *Mr. Wizard*, sust.; 1:30-2 No network service.

2-5 p.m.

ABC-TV *College Basketball*, Gen. Mills, Bristol-Myers, L.
CBS-TV No network service.
NBC-TV 2-4:30 *NBA Basketball*, Anheuser-Busch, L.; 4:30-5 *Bowling Stars*, Gen. Mills, F.

5-7:30 p.m.

ABC-TV 5-6 *All Star Golf*, Reynolds Metals, Armour; 6-7:30 No network service.
CBS-TV No network service.
NBC-TV 5-5:30 *Captain Gallant*, Gen. Mills, F.; 5:30-6 *Saturday Prom*, Beechnut; 6-7:30 No network service.

SATURDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8:30 *Roaring Twenties*, Warner-Lambert, Beecham, Colgate, American Chicle, Derby, Carter, F.
CBS-TV 7:30-8:30 *Perry Mason*, Parliament, Colgate, Sterling Drug, Drackett, L.
NBC-TV 7:30-8:30 *Bonanza*, American Tobacco, RCA, Pillsbury, F.

8-9 p.m.

ABC-TV 8-8:30 *Roaring Twenties*, cont.; 8:30-9 *Leave It to Beaver*, Ralston, Gen. Elec., F.
CBS-TV 8-8:30 *Perry Mason*, cont.; 8:30-9:30 *Checkmate*, Brown & Williamson, Lever, Kimberly Clark, F.
NBC-TV 8-8:30 *Bonanza*, cont.; 8:30-9 *Tall Man*, R. J. Reynolds, Block Drug, F.

9-10 p.m.

ABC-TV *Lawrence Welk*, Dodge, J. B. Williams, L.
CBS-TV 9-9:30 *Checkmate*, cont.; 9:30-10 *Have Gun, Will Travel*, Lever, Whitehall, F.
NBC-TV 9-9:30 *Deputy*, Gen. Cigar, Bristol-Myers, F.; 9:30-10:30 *The Nation's Future*, sust., L.

10-11 p.m.

ABC-TV 10-10:45 *Fight of the Week*, Gillette, Miles, L.; 10:45-11 *Make That Spare*, Brown & Williamson, Gillette, F.
CBS-TV 10-10:30 *Gunsmoke*, L&M, Remington Rand, F.; 10:30-11 No network service.
NBC-TV 10-10:30 *The Nation's Future*, cont.; 10:30-11 No network service.

PLEASE SAY
YES

SPOT THESE MARCH OF DIMES FILMS AND DISCS IN JANUARY

TV SPOT FILMS

Fund-raising spots

1.	Linda Breese #1	1:00
2.	Ralph Bellamy	1:00
3.	Linda Breese #2	1:00
4.	Linda Breese #3	:20
5.	"PLEASE SAY YES" jingle	:20
6.	Linda Breese #4	:20
7.	Ralph Bellamy ID	:10
8.	Poster ID	:10
9.	Crutches ID	:10
10.	Ambulance ID	:10

Special 1-minute fund-raising spot. "PLEASE SAY YES."

Included in the TV package will be slides, buttons, flip cards, canisters, desk plates and live announcements.

RADIO TRANSCRIPTIONS

"PLEASE SAY YES" Special recording of New MARCH OF DIMES song
Adam Wade 2:25

Ten 1-minute celebrity spots:
1. Ralph Bellamy 2. Gary Cooper
3. Robert Cummings 4. Kirk Douglas
5. Tab Hunter 6. Danny Kaye
7. Jack Lemmon 8. Anthony Quinn
9. Tony Randall 10. John Wayne

Two 5-minute musical shows with songs
1. Pat Boone "ALABAM" 4:30
2. Earl Grant "PLEASE SAY YES" 4:30

Two 5-minute shows for the Mothers' March with songs
1. Rosemary Clooney "AREN'T YOU GLAD YOU'RE YOU" 4:30
2. Patti Page "DON'T READ THE LETTER" 4:30

Seven "Discs for Dimes" for the Mothers' March
1. Rosemary Clooney 2. Connie Francis
3. Betty Johnson 4. Patti Page
5. Jo Stafford 6. Sarah Vaughan
7. "PLEASE SAY YES" jingle

Two disc jockey interviews for the Mothers' March with songs
1. Connie Francis "THAT'S AMORE" 5:21
2. Sarah Vaughan "SERENATA" 5:33

Ten "Discs for Dimes"
1. Paul Anka 2. Louis Armstrong
3. Frankie Avalon 4. Pat Boone
5. Fabian 6. Earl Grant
7. Kingston Trio 8. Steve Lawrence
9. Adam Wade 10. "PLEASE SAY YES" jingle

Three disc jockey interviews with songs
1. Paul Anka "THE STORY OF MY LOVE" 4:40
2. Kingston Trio "BLUE EYED GAL" 4:47
3. Adam Wade "MY REVERIE" 5:04

Eight 1-minute Mothers' March announcements
1. Miss America 2. Joan Crawford
3. Bette Davis 4. Arlene Francis
5. Helen Hayes 6. Shirley Jones
7. Betsy Palmer 8. Eleanor Roosevelt

15-minute Spanish show PLEASE SAY YES
1. Anthony Quinn, special guest
2. Johnny Lopes 3. Gloria Castel
4. Don Enrico and his Orchestra

Ten 1-minute Spanish announcements
Buck Canel

1961 NEW MARCH OF DIMES

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING: Dec. 28 through Jan. 4. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

Existing tv stations

CALL LETTERS ASSIGNED

KXMB-TV Bismarck, N. D.—North Dakota Bcstg. Co. Changed from KBMB-TV.

New am stations

ACTION BY FCC

Kirkland, Wash.—Carl-Dek Inc. Granted 1460 kc. 5 kw. D. P.O. address 1206 Malcolm Ave., Los Angeles, Calif. Estimated construction cast $54,000, first year operating cost $120,000, revenue $150,000. Principal applicant is **Carl E. Haymond** (51%) and others. Mr. Haymond is majority holder of KIT Yakima, Wash. Ann. Jan. 4.

APPLICATIONS

Abilene, Kan.—Wyman N. and **William M. Schnepp.** 1560 kc, 250 w. D. P.O. address Box 390, Marysville, Kan. Estimated construction cost $17,285, first year operating cost $36,000, revenue $42,000. Mr. and Mrs. Schnepp, joint tenants, own KNDY Marysville, Kan. Ann. Dec. 30, 1960.

Beloit, Kan.—KRFS Radio. 1560 kc, 250 w D. P.O. address American Legion Bldg., W. 8th St., Superior, Neb. Estimated construction cost $15,092, first year operating cost $35,000, revenue $60,000. Principals include **David L. Tucker** and **William L. Gratopp,** equal partners. Messrs. Tucker and Gratopp own WRFS Superior, Neb. Ann. Dec. 30, 1960.

Farmerville, La.—Union Bcstg. Co. 1470 kc, 1 kw D. P.O. address Box 64. Estimated construction cost $17,045, first year operating cost $30,000, revenue $42,000. Principals include **Don M. Barron, Thomas L. Gaddis Jr., Doyle L. Barron,** 33⅓% each. Mr. Don Barron is employe of construction company. Messrs. Doyle Barron and Gaddis own electrical supplies store. Ann. Dec. 30, 1960.

Albuquerque, N. M.—Frank Donald Hall. 650 kc, 10 w D. P.O. address 1665 W. Evans Ave., Denver, Colo. Estimated construction cost $54,545, first year operation cost $42,000, revenue $48,000. **Mr. Hall,** sole owner, has 75% interest in KFEL Pueblo, Colo. Ann. Dec. 30, 1960.

Mount Airy, N. C.—Carolina Radio. 1240 kc, 250 kw. P.O. address S. Franklin Rd. Estimated construction cost $3,850, first year operation cost $30,000, revenue $42,000. **Clagett (Woody) Wood** and **Paul Edgar Johnson** are equal partners. Mr. Johnson is employe of WSYD Mt. Airy, N. C. Mr. Wood is employe of U. S. Post Office. Ann. Dec. 27, 1960.

Everett, Pa.—Dennis A. and **Willard D. Sleighter.** 1050 kc, 250 kw D. P.O. address State and 4th Sts. Estimated construction cost $26,638, first year operating cost $39,060, revenue $52,416. Messrs. Sleighter, equal partners, are partners in furniture store. Ann. Dec. 30, 1960.

Alvin, Tex.—Alvin Bcstg. Co. 1120 kc, 250 w D. P.O. address 1403 Adoue St. Estimated construction cost $25,490, first year operating cost $47,480, revenue $53,976. **Odell V. Robinson,** 57.5%, president of corporation, owns insurance company. Ann. Jan. 3, 1961.

Arlington, Tex.—Richard Tuck Enterprises 1240 kc, .1 kw. P.O. address Box 731. Estimated construction cost $16,700, first year operating cost $36,000, revenue $48,000. **W. Richard Tuck Jr.,** sole owner, owns KBEC Waxahachie, Tex. and has interest in KBBA Benton, Ark. Ann. Dec. 30, 1960.

Existing am stations

APPLICATIONS

WGBS Miami, Fla.—Cp to increase nighttime power from 10 to 50 kw, make changes in DA system and change trans. location from Miami, Fla. to Pensuco, Fla. (710kc) Ann. Dec. 30.

WEOK Poughkeepsie, N. Y.—Mod. of cp (BP-12565, which authorized increase power and installation of DA) to change hours of operation from daytime to unlimited using power of 1 kw night and 5 kw day, make changes in DA system (DA-2) and change trans. location. Requests waiver of sec 3.28(c) of Rules. (1390kc) Ann. Dec. 30.

WMAN Mansfield, Ohio—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1400kc) Ann. Dec. 30.

WKYN Rio Piedras, P. R.—Mod. of license to change station location from Rio Piedras, P. R. to San Juan, P. R. (630kc) Ann. Dec. 30.

KBFS Belle Fourche, S. D.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1450kc) Ann. Dec. 30.

WOGA Chattanooga, Tenn.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1450kc) Ann. Dec. 27.

KTSM El Paso, Tex.—Cp to nicrease daytime power from 1 kw to 5 kw and install new trans. (1380kc) Ann. Dec. 30.

KGOS Torrington, Wyoming—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1490kc) Ann. Dec. 30.

CALL LETTERS ASSIGNED

KTOB Petaluma, Calif.—Lloyd Burlingham. Changed from KAFP.

KDHI Twenty-Nine Palms, Calif.—Hi-Desert Bcstg. Corp.

WBSG Blackshear, Ga.—Collins Corporation of Georgia.

WEAD College Park, Ga.—College Park Bcstg. Co. Changed from WEAS.

WOKW Brockton, Mass.—Associated Enterprises.

WFFF Columbia, Miss.—Fortenberry Enterprises.

WXKW Troy, N. Y.—Iroquois Bcstg. Co.

KSDR Watertown, S. D.—Paul D. Bernards.

KGNS Laredo, Tex.—Southwestern Operating Co.

KBER San Antonio, Tex.—Alamo Bcstrs. Changed from KIKK.

WAVA Arlington, Va.—United States Transdynamics Corp. Changed from WARL.

KAPY Port Angeles, Wash.—Port Angeles Radio Inc.

New fm stations

ACTION BY FCC

Lansing, Ill. — Gordon Boss & Assoc. Granted 106.3 mc, 1 kw. P.O. address 16415 Evans Ave., South Holland, Ill. Estimated construction cost $14,611, first year operating cost $12,500, revenue $20,000. Principals include **Gordon D. Boss, Harold D. Botma, William H. Botma** and **Joseph J. Van Schouwen,** 25% each. Mr. Boss is in tv sales and service. Mr. Harold Botma is music teacher. Mr. William Botma is owner of collection agency. Mr. Van Schouwen is barber. Ann. Jan. 4.

APPLICATIONS

Cullman, Ala.—Cullman Bcstg. Co. 97.1 mc, 24.58 kw. Ant. height above average terrain 147 ft. P.O. address Box 620. Estimated construction cost $17,761, first year operating cost $1,000, revenue $1,000. **Hudson C. Miller Jr.,** sole owner, owns WKUL Cullman. Ann. Dec. 27, 1960.

Montgomery, Ala.—Advertiser Co. 103.3 mc, 29.1 kw. Ant. height above average terrain 212 ft. P.O. address 107 S. Lawrence St. Estimated construction cost $45,340, first year operating cost $53,953, revenue $49,153. Group headed by **R. F. Hudson,** 72%, president. Ann. Dec. 30, 1960.

Jasper, Ala.—Bankhead Bcstg. Co. 102.5 mc, 5 kw. Ant. height above average terrain 315 ft. P.O. address Box 622. Estimated construction cost $29,541, first year operating cost $5,000, revenue $9,000. Group headed by **Walter Will Bankhead,** 80.4%, chairman. Ann. Dec. 30, 1960.

Palo Alto, Calif.—Y. T. Corporation. 99.3 mc, 880 w. Ant. height above average terrain —120 ft. P.O. address 3264 Murray Way. Estimated construction cost $10,445, first year operating cost $36,000, revenue $42,000. Y T Corporation is headed by **Otto J. Feucht Jr.,** president. Ann. Nov. 28, 1960.

South Beloit, Ill.—Beloit Bcstrs. Inc. 103.1 mc, 1 kw. Ant. height above average terrain 131.2 ft. P.O. address c/o Russ Salter, 914 S. Catherine, LaGrange, Ill. Estimated construction cost $7,950, first year operating cost $1,000. Fm applicant will duplicate WBEL South Beloit, Ill. Ann. Dec. 30, 1960.

Hershey, Pa.—Hershey Bcstg. Co. 92.9 mc, 20 kw. Ant. height above average terrain 190 ft. P.O. address Box 15. Estimated construction cost $30,346, first year operating cost $37,800, revenue $41,160. Hershey Bcstg. Co. is owned by **Hershey Estates,** which is headed by **J. B. Sollenberger,** president. Ann. Jan. 3, 1961.

Cleveland, Tenn.—Southeastern Enterprises Inc. 100.7 mc, 1 kw. Ant. height above average terrain 294 ft. P.O. address 33 Ocoee St. Estimated construction cost $13,793, first year operating cost $10,000, revenue $12,000. Fm applicant will duplicate WCLE-AM Cleveland. Ann. Dec. 30, 1960.

University Advertising Co., Dallas, Tex.—Mod. of cp (BPH-2722 which authorized new fm broadcast station) to change station location from Dallas, Tex. to Highland Park-Dallas, Tex. and change studio location from Dallas, Tex. to Highland Park, Tex. Request waiver of sec. 3.205(b) of rules. Ann. Jan. 3.

El Paso, Tex.—Tri-State Bcstg. Co. 99.9 mc, 26.7 kw. Ant. height above average terrain 1847 ft. P.O. address 801 N. Oregon St. Estimated construction cost $23,750, first year operating cost $12,000, revenue $10,000. Fm applicant will duplicate KTSM El Paso. Ann. Dec. 30, 1960.

Midland, Tex.—Moran Bcstg. Co. 93.3 mc, 30.92 kw. Ant. height above average terrain 342 ft. P.O. address Midland National Bank Bldg. Estimated construction cost $27,600, first year operating cost $36,000, revenue $48,000. **John Edgar Moran,** sole owner, is in oil and gas business. Ann. Jan. 3, 1961.

Existing fm stations

CALL LETTERS ASSIGNED

WZOK-FM Jacksonville, Fla.—WZFM Inc. Changed from WZFM (FM).

WRMP (FM) Allen Park, Mich.—Robert M. Parr.

EDWIN TORNBERG
& COMPANY, INC.
NEGOTIATORS FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS
EVALUATIONS
FINANCIAL ADVISERS
NEW YORK
60 East 42nd Street
MUrray Hill 7-4242
WEST COAST
860 Jewell Avenue
Pacific Grove, California
FRontier 2-7475
WASHINGTON
1625 Eye Street, N.W.
District 7-8531

WBEX-FM Chillicothe, Ohio—Shawnee Bcstg. Co.

WMCO (FM) New Concord, Ohio—Muskingum College.

WAVA-FM Arlington, Va.—United States Transdynamic Corp. Changed from WARL-FM.

KNDX (FM) Yakima, Wash.—David Zander Pugsley.

Ownership changes

ACTION BY FCC

KRIB Mason City, Iowa—Granted transfer of control from **Franklin Bcstg. Co.** to **Peter A. Barnard**, et al. (**Mr. Barnard**, president, has minority interest in WSPT Stevens Point Wis., and WMIN St. Paul, Minn.); consideration $110,000. Ann. Jan. 4.

WWKY Winchester, Ky.—Granted assignment of license to **WWKY Inc (Donald J. Horton**, president, has interest in WOMP AM-FM Bellaire, Ohio); consideration $80,000. Ann. Jan. 4.

KYSS Missoula, Mont. — Granted assignment of license to **Garden City Bcstg. Inc.** (comprising three KYSS employes); consideration $75,000. Ann. Jan. 4.

WOMP-AM-FM Bellaire, Ohio. — Granted transfer of control from **G. D. Kincaid** to **Donald J. Horton**; consideration $5,100 for 51 shares to give Mr. Horton 100% interest. Ann. Jan. 4.

KEYS Corpus Christi, Tex.—Granted assignment of licenses to **Charles W., James V.**, and **V. L. Rossi**, d/b under same name; consideration $195,000. Ann. Jan. 4.

WFRV(TV) Green Bay, Wis.—Granted transfer of control from **Valley Communications Inc.** to **Valley Bcstg. Co. Inc.** (controlled by **WAVE Inc.**, licensee of WAVE AM-TV Louisville, Ky., and owner of WFIE Evansville, Ind.); consideration $1,609,794. Ann. Jan. 4.

APPLICATIONS

WBHM Birmingham, Ala.—Seeks assignment of cp from **Birmingham Bcstg. Co.** to **Magic City Bcstg. Corp.** Change from partnership to corporate form of business with no financial transaction involved. Ann. Dec. 30, 1960.

WDAE-AM-FM Tampa, Fla.—Seeks transfer of control of **Smiley Properties Inc.** from **David E. Smiley**, 64.18%, deceased, to **Joseph F. Smiley**, executor of estate of David E. Smiley. Ann. Dec. 30, 1960.

WABR Winter Park, Fla.—Seeks assignment of license from **Contemporary Bcstg. Co.** to **Carl T. Langford**, receiver in bankruptcy. Ann. Dec. 30, 1960.

KHJK Hilo and **KHVH-TV Honolulu**, both **Hawaii**—Seek transfer of control of **Kaiser Hawaiian Village Tv Inc.** from **Kaiser-Burns Development Corp.** to **Henry J. Kaiser Co.** Henry J. Kaiser Co. is 50% owner of Kaiser-Burns Development Corp. Ann. Dec. 27, 1960.

WJIL Jacksonville, Ill.—Seeks assignment of cp from **Guy E. McGaughey Jr.** to **Don Udey**, sole owner, for $7,411. Mr. Udev is employe of WDBN (FM) Selille, Ohio. Ann. Dec. 29, 1960.

WJOB Hammond, Ind.—Seeks assignment of license from **South Shore Bcstg. Corp.** to **Colby Bcstg. Corp.** Merger of subsidiary company into parent company. At this time **Julian Colby**, sole owner of Colby Bcstg. Corp. proposes to sell 50% interest to **Sheiman Inc.**, Colby family corporation, for $54,000. Ann. Dec. 28, 1960.

KKAN Phillipsburg, Kan.—Seeks transfer of control of **North Central Bcstg. Inc. Russell M. Steward**, 47.5%, and **Lois C. Stewart**, 2.5%, are transfering all interests to **Guy Christian**, 97.5% (presently owns 47.5%), for $25,000. Interests of **Ann Christian**, 2.5%, remain same. Ann. Dec. 28, 1960.

WCCM, WGHJ (FM) Lawrence, Mass.—Seeks transfer of control of **Lawrence Bcstg. Co.** from **George H. Jaspert**, sole owner, deceased, to **Eileen M. Jaspert**, executrix of estate. Ann. Dec. 30, 1960.

KMIS Portageville, Mo.—Seeks transfer of control of **New Madrid County Bcstg. Co. Jewel P. White** is buying 33⅓% interest for $10,666. **J. Shelby McCallum** and **Smith Dunn**, equal partners, will then own 33⅓% each. Ann. Dec. 30, 1960.

KUSN St. Joseph, Mo.—Seeks transfer of control of **KUSN Corp.** from **Midland Bcstrs. Inc.** to **Frederick P. Reynolds** and **Jeanne P. Reynolds**, joint tenants. Mr. and Mrs. Reynolds presently own over 95% interest of stock of Midland Bcstrs. Inc. Ann. Dec. 30, 1960.

WEMJ Laconia, N. H.—Seeks transfer of control of **New Hampshire Bcstg. Corp.** from **George H. Jaspert**, deceased, to **Eileen M. Jaspert**, executrix of estate. Mr. Jaspert owned 30% interest, plus was sole owner of Lawrence Bcstg. Co. which has 50% interest in New Hampshire Bcstg. Co. Ann. Dec. 30, 1960.

WBNX New York, N. Y.—Seeks assignment of license from **United Bcstg. Co.** to **United Bcstg. Co. of New York Inc.**, subsidiary corporation. United Bcstg. Co. will be parent corporation. Ann. Dec. 30, 1960.

WRVM-AM-FM Rochester, N. Y.—Seeks transfer of control of **State Bcstg. Co. Sterling B. Beeson** will buy 10% interest from **Frank W.** and **Lee W. Miller**, 45% each (presently are equal partners), for $14 376. Mr. Beeson is employe of WRVM Rochester. Ann. Dec. 30.

KADA Ada, Okla.—Seeks transfer of control of **KADA Bcstg. Inc.** from **Mary K. Morris**, 49.85%, and **Brown Morris**, .15%, to **Katherine Hoover**, 99.70%, and **Bill Hoover**, .30%. Sale of 50% interest to Mr. and Mrs. Hoover for $122,460. Ann. Dec. 27, 1960.

KWSH Wewoka, Okla.—Seeks transfer of control of **Tri-Cities Bcstg. Co.** from **Mary K. Morris**, 48.45%, and **Brown Morris**, 1.55%, to **Katherine Hoover**, 96.90%, and **Bill Hoover**, 3.10%. Transfer of 50% interest to Mr. and Mrs. Hoover for $47,100. Ann. Dec. 27, 1960.

KBES-TV Medford, and **KOTI Klamath Falls**, both **Oregon**—Seeks assignment of license from **California-Oregon Tv Inc.** to **Southern Oregon Bcstg. Co.** Merger of subsidiary corporation into parent corporation with no financial transaction involved. Ann. Dec. 30, 1960.

KWVR Enterprise, Ore.—Seeks assignment of license from **Robert O. Edwards** and **Gene W. Wilson**, equal partners, to **Gene W. Wilson**, sole owner. Transfer of 50% interest to Mr. Wilson for $211. Ann. Dec. 30, 1960.

WHEY Millington, Tenn.—Seeks transfer of control of **Shelby County Bcstrs. Inc. John M. Latham** is transfering 50% interest to **Eugene P. Vance**, sole owner (presently owns 50%) for $5,000. Ann. Dec. 27, 1960.

KSVN Ogden, Utah—Seeks transfer of control of **Downbeat Bcstg. Associates. Robert Sherman** is selling 50% interest to **George I. Norman**, sole owner (previously owned 50%) for $57.000. Ann. Dec. 30, 1960.

KSVN Ogden, Utah—Seeks assignment of license from **George I. Norman**, sole owner, to **George Norman Bcstg. Co.** Change to corporate form of business with no financial transaction involved. **Mr. Norman** will own 99%, **Frances Norman** (wife) will own less than 1%, and **George Norman** (father) will own less than 1%. Assignment of license is contingent on grant of transfer of control. Ann. Dec. 30, 1960.

KWRL Riverton, Wyo.—Seeks assignment of license from **Joseph P. Ernst**, owner, to **Riverton Bcstg. Co.** for $105,000. Principals include **F. Loren Ellis, Tony A. Kehl, C. N. Sorensen**, and **Robert B. Fancher, 25%** each. Messrs. Ellis and Kehl are employes of Frontier Bcstg. Co. Dr. Sorenson is physician. Mr. Fancher is employe of lumber company. Ann. Dec. 27, 1960.

Hearing cases

FINAL DECISIONS

■ Commission reconsidered its action of December 7 in renewing licenses of King Bcstg. Co. (KING-AM-FM-TV, and auxiliaries, and Queen City Bcstg. Co.), (KIRO-AM-FM-TV) and auxiliaries, all Seattle, Wash., so as to delete condition that Pacific National Bank of Seattle dispose of its interest in Queen City Bcstg. Co. Chmn. Ford dissented. Ann. Jan. 4.

KMBO Tucson, Ariz.—Waived sec. 3.188(b)(2) of rules and granted application for mod. of cp (940 kc, 250 w, DA-1, unl.) to move trans. site approximately one mile. Ann. Jan. 4.

■ Following fm stations were granted SCA to engage in multiplex operations: WITH-FM Baltimore, Md.; WPFB-FM Middletown, Ohio; KATT Woodland, Calif.; KAFM Salina, Kan.; WBBB-FM Burlington-Graham, N. C.; WVOT-FM Wilson, N. C.; WNWC Arlington Heights, Ill.; WSEV-FM Sevierville, Tenn.; KFMA Little Rock, Ark. and WBVA Woodbridge, Va., conditions. Ann. Jan. 4.

■ By memorandum opinion and order, commission granted petition for reconsideration by Charlottesville Bcstg. Corp., removed from consolidated hearing in dockets 13712 et al., and granted its application to increase daytime power of WJMA Orange, Va., from 250 w to 1 kw, continued operation on 1340 kc, 250 w-N, conditioned to accepting such interference as may be imposed by other existing class IV stations in event they are subsequently authorized to increase

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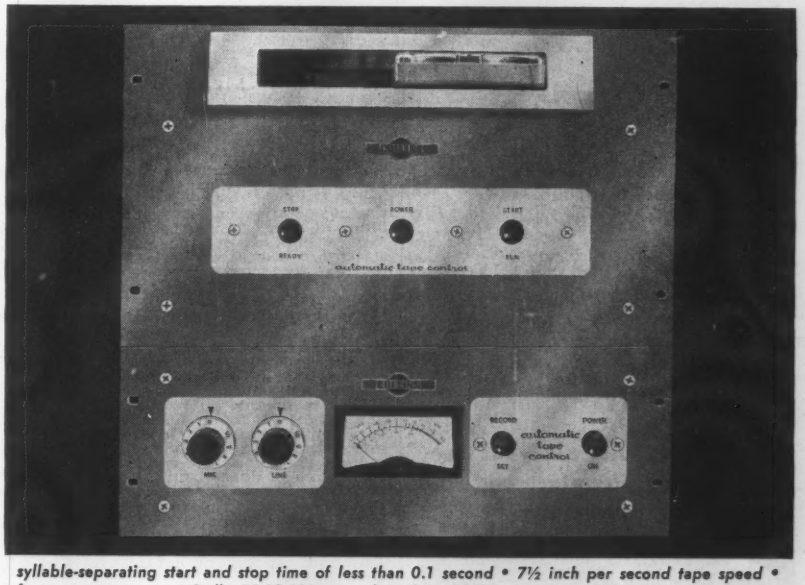

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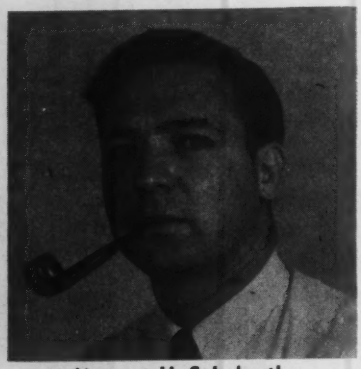

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power to 1 kw. Chmn. Ford absent. Ann. Jan. 4.

■ By memorandum opinion and order, commission granted petition for reconsideration by E. Anthony & Sons Inc., removed from consolidated proceeding in dockets 13711 et al, and granted its application to increase daytime power of WNBH New Bedford, Mass., from 250 w to 1 kw, continued operation on 1340 kc, 250 w-N, conditioned to acceptance of such interference as may be imposed by other existing class IV stations in event they are subsequently authorized to increase power to 1 kw. Chrm. Ford absent. Ann. Jan. 4.

■ By memorandum opinion and order, commission denied petition by New England Microwave Corp. for reconsideration of Sept. 28 action which postponed effectiveness of April 29 grant of its applications to provide common carrier tv relay service to Mohawk Valley Tv Inc., CATV system, at Athol, Mass., pending outcome of hearing on protest by Springfield Tv Bcstg. Corp. (WRLP, ch. 32), Greenfield, Mass. Chmn. Ford absent. Comr. Cross and King dissented and issued statements. Ann. Jan. 4.

■ By memorandum opinion and order, commission denied petition by Capitol Bcstg. Co. for rehearing and oral argument on Sept. 13 decision which denied its application for new am station to operate on 730 kc, 500 w, DA, D, in East Lansing, Mich., and which dismissed for failure to prosecute similar application of W. A. Pomeroy for new station on 730 kc, 250 w, D, in Tawas City-East Tawas, Mich. Comr. King not participating. Ann. Jan. 4.

■ By order, commission made effective Nov. 15 initial decision and granted application of Donze Enterprises Inc., to move KSGM from St. Genevieve, Mo., to Chester, Ill., continued operation on 980 kc, 500 w, DA-N, unl.; engineering condition. Comr. King dissented with statement. Ann. Jan. 4.

■ By memorandum opinion and order, commission granted joint petition by protestant and applicant and (1) dismissed protest by Southwestern Operator Co. (KGNS-TV, ch. 8), Laredo, Tex., (2) vacated order which stayed effective date of April 22, 1959 grants of applications of Mesa Microwave Inc., for microwave relay facilities to pick up programs of stations WOAI-TV, KENS-TV and KONO-TV, all San Antonio, for delivery to proposed catv system in Laredo, and (3) terminated proceedings in dockets 12928-30. Ann. Jan. 4.

■ By memorandum opinion and order, commission granted joint petition by protestant and applicant and (1) dismissed protest by Channel 7 Co. (KLTV, ch. 7), Tyler, Tex., (2) vacated order which stayed effective date of April 30, 1959 grant of applications of East Texas Transmission Co. for microwave relay facilities to pick up programs of stations WBAP-TV and KFJZ-TV (new KTVT) Fort Worth, and KRLD-TV and WFAA-TV Dallas, for delivery to catv system in Tyler and Jacksonville, and (3) terminated proceedings in dockets 12925-7. Ann. Jan. 4.

■ By memorandum opinion and order, commission granted joint petition by Henry Perozzo (KAYE) Puyallup, Wash., KBKW Inc. (KBKW) Aberdeen, Wash., and Carl-Dek Inc., Kirkland, Wash., severed from consolidated proceeding with application of Columbia River Bcstrs. Inc., Mount Vernon, Wash., in dockets 13771-4, and granted applications of KAYE and KBKW to increase daytime power from 250 w to 1 kw, continued operation on 1450 kc, 250 w-N, conditioned to accepting such interference as may be imposed by other existing class IV stations in event they are subsequently authorized to increase power to 1 kw; also granted application by Carl-Dek for new station to operate on 1460 kc, 5 kw, D. Chmn. Ford absent. Ann. Jan. 4.

■ By memorandum opinion and order, commission granted petition by Gordon Boss & Associates, severed from consolidated proceedings in dockets 12604 et al., and granted its application for new class A fm station to operate on 106.3 mc, ERP 1 kw, ant. height 239 ft., in Lansing, Ill., subject to accepting such interference as may be imposed upon its operation as result of subsequent grant of any of applications for new fm stations of Blue Island Community Bcstg. Co., Blue Island, Ill., Hi-Fi Bcstg. Co. and Radio America, Chicago, Elmwood Park Bcstg. Corp., Elmwood Park, Ill., and Mrs. Evelyn R. Chauvin Schoonfield for renewal of license of fm station WXFM Elmwood Park, all pending in dockets 12604 et al. Ann. Jan. 4.

INITIAL DECISION

■ Hearing Examiners James D. Cunningham and Herbert Sharfman issued supplemental initial decision looking toward granting protest by Wilton E. Hall (WAIM-TV, ch. 40), Anderson, S. C., to extent of setting aside commission's April 30, 1954 grant of application of Spartan Radiocasting Co. for mod. of cp of station WSPA-TV (ch. 7), Spartanburg, S. C., to change trans. site from Hogback Mountain to Paris Mountain and make equipment changes, etc. This is Court of Appeals remand proceeding. Ann. Dec. 30.

OTHER ACTIONS

■ By memorandum opinion and order, commission granted protest and petition for reconsideration by Aztec Community Tv Inc., operator of community antenna system serving Aztec and Blanco, N. M., to extent of setting aside Nov. 3 grants and designating for hearing applications of Bloomfield Non-Profit Tv Association for temporary authority to operate three vhf tv repeater stations on chs. 2, 6 and 10 to serve Bloomfield, N. M., by rebroadcasting programs of Albuquerque, N. M., stations KOAT-TV (ch. 7), KOB-TV (ch. 4) and KGGM-TV (ch. 13); made protestant party to hearing to be held in Bloomfield at time to be specified in subsequent order; denied protestant's request that Bloomfield Non-Profit Tv Association be required to immediately cease operation of its vhf tv repeater facilities, pending final determination after hearing. Ann. Dec. 28.

■ By memorandum opinion and order, commission (1) granted protest and petition for reconsideration by Centex Radio Co. (KEFC-FM) Waco, Tex., to extent of designating for evidentiary hearing application of WACO Bcstg. Corp. for new class B fm station (WACO-FM) to operate on 99.9 mc, ERP 3.9 kw, ant. height 150 ft., in Waco, ordered Nov. 2 grant to remain in effect and authorized WACO Bcstg. Corp. to utilize authorization pending commission's decision after hearing, and made Centex party to proceeding; and (2) dismissed for lack of standing protest and petition for reconsideration by Music Unlimited Inc. Ann. Jan. 3.

■ Commission advised Earl R. Perrin, Chicago, that his "petition" for immediate action on assignment of station licenses of Gila Bcstg. Co. to Earl Perrin Co. will be held in abeyance pending determination of pending petitions in proceedings involving applications for renewal of Gila station licenses. Stations—all in Arizona—are KGLU Safford; KVNC Winslow; KCLF Clifton, KCKY Coolidge, and KZOW and KWJB-FM Globe. Ann. Jan. 4.

■ By memorandum opinion and order, commission granted petition by Big Horn Bcstg. Co., licensee of KWYO Sheridan, Wyo., to extent of designating for evidentiary hearing, on limited issues, application by Sheridan Bcstg. Co., for new am station (KROE), in Sheridan, but continued in effect November 2 grant to KROE pending decision in this proceeding. Ann. Jan. 4.

■ By memorandum opinion and order, commission granted petition by Central Bcstg. Co. for waiver of sec. 1.354(h)(1) of rules with respect to Sept. 28 amendment to its application for new daytime am station in Carrington, N. D. to change requested frequency and power from 1470 kc, 1 kw, to 1600 kc, 500 w, retention of existing file number, and for processing its amended application under old file number. Ann. Jan. 4.

■ By memorandum opinion and order, commission denied (1) joint motion by all four applicants in am consolidated proceeding in dockets 13341-4 (Creek County Bcstg. Co. and Sapulpa Bcstg. Corp., Sapulpa, Okla., and Tinker Area Bcstg. Co. and M. W. Cooper, Midwest City, Okla.) for waiver of sec. 1.51 of rules limiting length of pleadings and (2) joint petition for review of examiner's order denying petition by Tinker and Cooper to amend their applications regarding power and ant. patterns. Comr. King not participating. Ann. Jan. 4.

■ By memorandum opinion and order, commission granted appeal by Broadcast Bureau from examiner's ruling, and denied petition by Mid-America Bcstrs. Inc. (KOBY) San Francisco, Calif., for leave to amend its application by adding new towers and realigning its DA, which is in consolidated hearing with application of Robert L. Lippert, Fresno, in dockets 12919-20. Comr. King not participating. Ann. Jan. 4.

■ By memorandum opinion and order, commission granted petition by Booth Bcstg. Co. (WJLB) Detroit, Mich., severed from present consolidated proceeding following 13 applications for new stations or for increased daytime power, and retained sev-

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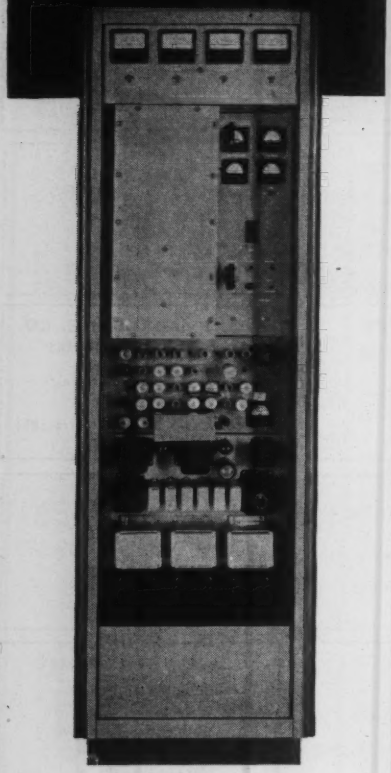

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ered applications in separate consolidated proceeding on issues with parties applicable to them: Mid-America Bcstg. System Inc., Highland Park, Ill.; North Suburban Radio Inc., Highland Park, Ill.; WHFC Inc. (WHFC) Cicero, Ill.; Robert F. Neathery, Frederickstown, Mo.; Paducah Bcstg. Co., Paducah, Ky.; WPFA Radio Inc. (WCVS) Springfield, Ill.; Southern Michigan Bcstg. Corp. (WELL) Battle Creek, Mich.; Booth Bcstg. Co. (WJLB) Detroit, Mich.; Elgin Bcstg. Co. (WRMN) Elgin, Ill.; Green Bay Bcstg. Co. (WDWZ) Green Bay, Wis.; Racine Bcstg. Corp. (WRJN) Racine, Wis.; Knorr Bcstg. Corp. (WSAM) Saginaw, Mich.; and WSJM Inc. (WSJM) St. Joseph, Mich. Ann. Jan. 4.

■ By memorandum opinion and order, commission granted petition by Metropolitan Bcstg. Corp. to modify issues in Wilmington, Del., tv ch. 12 proceeding to extent of (1) deleting financial issue with respect to Metropolitan, (2) modifying issue to consider waiver of multiple ownership rule with respect to it (but did not delete multiple ownership issue); also included waiver of multiple ownership issue with respect to applicant National Telefilm Associates Inc. Chmn. Ford absent. Comrs. Bartley and Lee concurred in part and dissented in part and issued statements. Ann. Jan. 4.

■ By memorandum opinion and order, commission granted petition by Abilene Radio and Tv Co. to modify issues in proceeding on applications of itself, E. C. Gunter and Dornita Investment Corp. for new tv stations to operate on ch. 3 in San Angelo, Tex., to following extent: (1) mod. issue to consider waiver of multiple ownership rule with respect to Abilene Radio (but did not delete multiple ownership issue), (2) added financial issue as to applicant Dornita, (3) added issue to determine role played by Electron Corp. in Dornita application, and (4) struck "comments" purportedly filed on behalf of Dornita and Electron signed by Mort Zimmerman, president of Electron Corp. Chrm. Ford absent. Comr. Hyde dissented in part; Comr. Lee, Craven and Cross concurred in part and dissented in part and issued statements; Comr. King not participating. Ann. Jan. 4.

■ By order, commission made effective immediately Nov. 17 initial decision and granted application of Kenneth F. Warren for new class B fm station to operate on 96.9 mc. ERP 10.85 kw, ant. height 2,495 ft. Comr. King dissented with statement. Ann. Jan. 4.

Routine roundup

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

■ Granted petition by Valley Telecasting Co., for dismissal without prejudice of its application, and retained in hearing status application of Central Wisconsin Tv Inc., both for new tv stations to operate on ch. 9 in Wausau, Wis. Action Dec. 23.

By Hearing Examiner Charles J. Frederick

■ Scheduled prehearing conference for Jan. 12, 1961, in proceeding on am applications of John Laurino, Waynesboro, Va., et al. Action Dec. 23.

By Hearing Examiner Isadore A. Honig

■ On own motion, scheduled prehearing conference for Jan. 12, 1961 in proceeding on applications of Dixie Radio Inc. and Harry Llewellyn Bowyer Jr., for am facilities in Brunswick, Ga. Action Dec. 22.

■ On own motion, corrected transcript of record in proceeding on am application of Dunlea Bcstg. Industries Inc. (WMFD) Wilmington, N. C.; afforded five days for objection. Action Dec. 22.

By Hearing Examiner Annie Neal Huntting

■ Scheduled prehearing conference for Jan. 11, 1961, in proceeding on am application of Auburn Bcstg. Co., (WAUD) Auburn, Ala. Action Dec. 22.

■ Granted motion by Miners Bcstg. Service Inc., and continued dates designated for various procedural steps in proceeding on am applications of Four States Bcstg. Co., Halfway, Md., et al (group I); continued hearing on engineering issues from Feb. 14 to March 14, 1961 and on issues other than engineering from March 6 to April 4, 1961. Action Dec. 23.

By Hearing Examiner H. Gifford Irion

■ Scheduled further hearing for Jan. 13, 1961, in Medford, Ore., tv ch. 10 proceeding. Action Dec. 23.

■ Scheduled prehearing conference for Jan. 20, 1961, in proceeding on am applications of Queen City Bcstg. Co. and Val Verde Bcstg. Co., Del Rio, Tex. Action Dec. 22.

By Hearing Examiner Herbert Sharfman

■ Scheduled prehearing conference for Jan. 13, 1961, in proceeding on applications of Arthur A. Deters and College Radio for am facilities in Greenfield and Amherst, both Massachusetts. Action Dec. 22.

■ Scheduled further prehearing conference for group V for Jan. 5, 1961, to discuss whether 1960 census figures should be used, in proceeding on am applications of Mid-America Bcstg. System Inc., Highland Park, Ill., et al. Action Dec. 23.

By Hearing Examiner Elizabeth C. Smith

■ Pursuant to agreements reached at Dec. 22 prehearing conference in proceeding on applications of Michigan Bcstg. Co. (WBCK) Battle Creek, Mich., et al (group 2), scheduled dates with respect to engineering phases and evidence with respect to possible waiver of sec. 3.28(c) of rules, and scheduled hearing on engineering phases for March 7, 1961. Action Dec. 22.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of December 30

WCCM, WGHJ(FM) Lawrence, Mass. — Granted involuntary transfer of control from **George H. Jaspert** to **Eileen M. Jaspert**, executrix of estate of George H. Jaspert, deceased.

WEMJ Laconia, N. H.—Granted involuntary transfer of control from **George H. Jaspert** to **Eileen M. Jaspert**, executrix of estate of George H. Jaspert, deceased.

KUSN St. Joseph, Mo.—Granted transfer of control from **Midland Bcstrs. Inc.** to **Frederick P.** and **Jeanne P. Reynolds**, joint tenants.

WACE Chicopee, Mass.—Granted transfer of control of **Commonwealth Bcstg. Corp.**, parent corporation, from **Paul Smallen, Lazar Emanual** and **Blair Walliser** to **Communications Industries Corp.**

WEOK Poughkeepsie, N. Y.—Granted transfer of control from **Paul Smallen, Lazar Emanual** and **Blair Walliser** to **Communications Industries Corp.**

WRRA (FM), WRRC (FM), WRRD (FM), WRRE(FM), WRRL(FM) Ithaca, Cherry Valley Township, Deruyter Township, South Bristol Township and **Wethersfield Township, New York**—Granted assignment of licenses and SCAs to **Ivy Bcstg. Co.**; and acquisition of negative control of **Ivy Bcstg. Co.**, parent corporation of licensee corporation, each by **George** and **Janice B. Abbott** (family group) and **Phebe W.** and **E. E. Erdman** (family group) through purchase of stock from **Pauline B. Treman** and **James J. Clynes Jr.**

WOLF Syracuse, N. Y.—Granted acquisition of negative control of **Ivy Bcstg. Co.**, parent corporation of licensee corporation, each by **George** and **Janice B. Abbott** (family group) and **Phebe W.** and **E. E. Erdman** (family group) through purchase of stock from **Pauline B. Treman** and **James J. Clynes Jr.**

KMIS Portageville, Mo.—Granted assignment of license to **J. Shelby McCallum**, et al d/b under same name.

WBNX New York, N. Y.—Granted assignment of license to **United Bcstg. Co. of New York Inc.**

KSVN Ogden, Utah—Granted assignment of licenses to **George I. Norman** d/b under same name; and to **George Norman Bcstg. Co.**

WOLF Syracuse, N. Y.—Granted assignment of license to **Ivy Bcstg. Co.**

WBHM Birmingham, Ala.—Granted assignment of cp to **Magic City Bcstg. Corp.**

WRFL(FM) Winchester, Va.—Granted license covering installation of new trans. and ant. as aux. trans. and ant.

WJDY Salisbury, Md.—Granted mod. of license to operate trans. by remote control; conditions.

WMRB Greenville, S. C.—Granted cp to install old main trans. as aux. main trans. location; remote control permitted.

WFAM St. Cloud, Minn.—Granted mod. of cp to delete request for change in ant. system and change in site; condition. .

WOOK Washington, D. C.—Granted mod. of cp to change type trans. and make changes in ant. system (decrease height); condition.

Continued on page 98

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Second salesman for net-news indie in Michigan's highest-rated market for % business activity. Must be married, 25-40 with small or medium market experience. Salary plus commission. Top list of accounts. Michigan applicants favored. Send resume and picture first letter to Joe Butler, WKLZ. Box 663, Kalamazoo.

Announcers

Announcer with first class ticket wanted for quality radio station in east. Excellent facility, good group, wonderful area for living. Send details first letter to Box 290D, BROADCASTING.

Southwest Florida network station needs announcer. Must be excellent newscaster and production commercial announcer. No d.j. and minimum of board work involved. Salary open. Forward picture, resume, tape, and phone number for contact to Box 376D, BROADCASTING.

Texas medium market station needs mature voiced announcer with production experience. Box 462D, BROADCASTING.

Personality jocks: Major market station lining up staff for modern radio personality format. Fast paced, creative showmen wanted . . . bright, mature voices. Experience necessary but comers will be considered. Send tape and resume today. Box 488D, BROADCASTING.

Announcer with 2 years commercial experience . . . Pennsylvania 250 watts . . . start at $85 per week with regular raises. Interview necessary if we like your tape and resume. Send to: Box 500D, BROADCASTING.

Northern Ohio station has immediate opening for experienced dj-newsman. Salary dependent on ability. Send photo, tape, background, and references to Box 510D, BROADCASTING.

Eastern South Carolina station wants bright morning man. Send audition, resume, and minimum starting salary to Box 528D, BROADCASTING .

Modern radio in Florida's fastest growing area, central Florida's east coast . . . has immediate opening for announcer-engineer, emphasis on announcing. Box 529D, BROADCASTING.

DJ with good mature voice and friendly, enthusiastic aproach. Must be able to sell. Good pay for right man. Experience mandatory. Send tape, resume and salary requirements to Box 534D, BROADCASTING.

Wanted immediately, experienced morning announcer, capable of operating own board. Adult programming. Send photo, tape and resume to Manager, P.O. Box 1489, Alexandria, Louisiana.

Opportunity married staff announcer. Outline experience. KFRO, Longview, Texas.

Three weeks vacation per year, insurance and hospitalization, and good salaries are some of the benefits being offered for announcers with first tickets. Strong on announcing, no maintenance. Send resume, etc., to Don MacTavish, General Manager, KSJB, Jamestown, North Dakota.

Prefer announcer with first ticket but not essential. Will train if necessary. KSRC, Socorro, New Mexico.

Help Wanted—(Cont'd)

Announcers

Hard working announcer/board operator, single, age 20 to 25, experienced, competent. Car necessary. Fast-moving, independent station operation, wide-area service from small-town location. Air mail photo, details, references KVWM, Show Low, Arizona.

First phone announcer immediate opening 60 miles from New York City. WBNR, Beacon, N. Y.

Announcer with first class ticket for thirty-five year old five thousand watt. Easy listening, quality music NBC station. Send tape, references, resume, salary requirements Hugh Barclay, WCOA, Pensacola, Florida.

Announcer-engineer with first class license needed at once for new central Ohio station. Work with all new equipment in new building. Third station in growing group. Plenty of opportunity for right man. Send tape and full details to WDLR, Box 317, Delaware, Ohio.

Wanted, two better than average announcers for better than average pay. Send tape, photo and full particulars immediately to Manager, WGBR, Goldsboro, North Carolina.

Announcer with first ticket for evening shift. Good opportunity for young man to complete education at beautiful local college. WGTC Radio, Greenville, N. C.

Immediate opening for good dj. Modern production minded station. Send tape, resume, photo WIRK, West Palm Beach, Florida.

Top forty disc jockey needed. The right man for the right job. Rush resume and tape to Mel Bernam, WNOW, York, Penna.

Michigan independent needs experienced morning man immediately. WOAP, Owosso, Michigan.

Radio television jobs. Over 500 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Technical

Combination man needed at once at Great Lakes area station. Take over engineering department and show of your own, on No. 1 station in the area. Only an experienced combo man need reply. Chance for advancement for the right man. Box 345D, BROADCASTING.

Texas kilowatter needs negineer with good announcing voice. Must be able to handle routine maintenance. Box 463D, BROADCASTING.

Chief engineer to assume complete responsibility for long established sound and intercommunication organization. Must have proven ability to organize and supervise shop and outside installation crews. Rough drafting for layouts of systems. Excellent financial plan offered for right man. Full hospital and surgical benefits included. Write complete details enclosing photograph. Replies confidential. Box 495D, BROADCASTING.

Engineer—first class for 5 kilowatt full time directional in Great Lakes area. Experience necessary and interview desirable. Send engineering resume in first letter to Box 503D, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Southern California daytimer needs combo man with 1st telephone license. Production and copy writing helpful. Voice and board more important. Rush tape and resume to Box 504D, BROADCASTING.

Chief engineer or chief engineer-announcer, southeast New York state. Salary open. Box 537D, BROADCASTING.

Combo personnel are needed for new positions at KSJB the 5000 watt voice of the upper midwest. Strong on announcing, no maintenance, salary open. Send resume, etc., to Don MacTavish, General Manager, KSJB, Jamestown, North Dakota.

Engineer-announcer with technical ability WAMD, Aberdeen, Maryland.

Chief engineer, who can maintain all equipment. No floater or drinker. We'll check references. WCSS, Amsterdam, N. Y.

Suburban Chicago—First phone 180 kw FM-5 kw AM — multiplex, etc. Immediate-Permanent. WEAW, Evanston, Ill. UN 4-7600.

Immediate opening combination first-class engineer-announcer. Top working conditions. Excellent pay. Contact Dean Finney, North Country Stations, St. Johnsbury, Vermont.

Radio television jobs. Over 500 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Production-Programming, Others

Copywriter-announcer in charge of copy department and do regular air work. Experienced only. Box 487D, BROADCASTING.

Wanted, competent traffic manager, good typist. Excellent future. Box 401D, BROADCASTING.

Newsman-announcer experienced reporter to assist news editor and do regular air shif. Box 486D, BROADCASTING.

Immediate opening in production department on top-rated midwestern station for creative writer with good commercial voice. Send tape and resume immediately to Box 512D, BROADCASTING.

Immediate opening radio-tv sports director. Two tv shows per day, radio play-by-play. Good salary and outstanding opportunity for advancement in midwest multiple station operation. Box 516D, BROADCASTING.

Newsman for local coverage near New York area. Box 541D, BROADCASTING.

Wanted February 1, KWEB, Rochester, Minn. Hard worker who knows gathering and writing local news plus programming and production to take charge of "inside" operation. No regular shift, but must have good voice to handle news and features. Position of responsibility and real opportunity. Contact Northland Radio Corporation, 1821½ Logan Ave. South, Minneapolis 5, Minn.

Help Wanted—(Cont'd)

Production—Programming, Others

Newsman, experienced with creativity for 5 kw fulltimer. Want expert all-around man to gather, write, air news and head-up intensive local news operation. Excellent salary. Personal interview necessary. WCOJ, Coatesville, Pennsylvania.

RADIO

Situations Wanted—Management

Commercial manager with prosperous southwestern operation, major market, changing ownership. Box 460D, BROADCASTING.

General manager/sales manager for small to medium market. Twelve years experience, ten management. Mature thorough knowledge all phases, heavy sales. Complete responsibility only. Top media, personal and business references. Available early spring. Box 474D, BROADCASTING.

Manager, twenty years experience all phases radio, looking for new opportunity. Have first phone license. Now located in small southwest town. Have also managed station in southeast. Have best business references. Any offer considered. Box 482D, BROADCASTING.

Copyrighted concepts for radio '61. New sales, new programming and new profits. Florida preferred. Box 501D, BROADCASTING.

Ready to manage small-medium market. Thoroughly experienced. Family man, civic leader, top salesman. Midwest. Box 515D, BROADCASTING.

Sales

Articulate, personable sales maker for an alert radio or tv station interested in a man who takes an interest. Announcing, time sales or both. Available now. Resume on request. Box 473D, BROADCASTING.

Experienced radio salesman, 3 years, billing $3000 month with newspaper desires non rate cutting midwest radio or tv station. Radio major. Box 489D, BROADCASTING.

Aggressiveness stymied by tired blood—can't sell, announce, nor write humor — lack creativity—aren't presently employed in one of Pennsylvania's top 4 markets—Proverbial gold watch not a prerequisite—not desireous of solid radio sales opportunity with some announcing, or advertising agency account executive position. Don't forget to tell it to Sweeney! Box 540D, BROADCASTING.

Gettin' out and ready to go! Completing 2 years Army service January 30, 1961, 1/Lt. Battalion Adjutant, Ft. Riley, Kansas. B.S. Business, Indiana University. Foundation experience in radio and tv sales and production. Married, 24 years old. Eager for sales opportunity in progressive organization. Location unimportant, only the job counts. Expect to work for a living and be paid for accomplishments. Let's get together! John G. Enoch, 1927 College Heights, Manhattan, Kansas.

Situations Wanted—(Cont'd)

Announcers

Basketball play-by-play seven years experience, finest of references. Box 747C, BROADCASTING.

Announcer-salesman, married. Bright sound. Tight format. Will settle. DE 3-5027, Jersey City, Box 399D, BROADCASTING.

Announcer, experienced. No floater. Married. Will settle. Run own board. Box 400D, BROADCASTING.

Announcer. N.Y., Conn., N.J. Young, ambitious air personality. Knowledge of popular music, terrific. Audience pleaser. Box 416D, BROADCASTING.

Announcer. Top man present medium market station. 5 years experience. Seeks to relocate. Prefer midwest. Box 434D, BROADCASTING.

7 years experience. 5 years with top rated metro Michigan station. Wishes to relocate in Michigan or Ohio. Extensive working knowledge of programming, production and personality air work. Married with solid references. Box 467D, BROADCASTING.

Announcer with very slight experience desires position. Also broadcasting school plus private speech instruction. Some college, third phone. Box 472D, BROADCASTING.

Ambitious, want future with program, production, or news; with jock work too. Am now major station jock. Tape, etc.: Available. Box 470D, BROADCASTING.

Radio-tv announcer working in northwest wishes to relocate in east. Also experienced copy, programming, traffic. Box 475D, BROADCASTING.

Young, experienced, tight-board dj, well up on production from spot to documentary. Money not as important as potential. Prefer commuting distance from New York or San Francisco, but will go anywhere if offer is right. Tape of what you want on request. Box 476D, BROADCASTING.

Announcer, dj, experienced, 1st phone, college grad, vet, family man, 28. Southeast preferred. Box 477D, BROADCASTING.

Personality-dj. Bright, cheerful, experienced. Creative showman. References, tape available. Box 478D, BROADCASTING.

Announcer, mature. Authoritative news. Smooth dj. Multi station markets only. Box 479D, BROADCASTING.

News director! TV-radio. Prestige newscasts by dynamic, thoroughly informed writer-editor-analyst. Stimulating public service that serves-and se'ls! Box 480D, BROADCASTING.

Night-time personality dj: Looking for permanent north-east good music station. Have three years radio and television experience. Delivery: Night-time quality, soft and smooth. Box 483D, BROADCASTING.

Southern Wisconsin: Program director at Iowa station desires to move back to home state. Now making $130. Four years experience. Can do play-by-play. No rock and roll. Single, 22. Good references. Complete information upon request. Box 497D, BROADCASTING.

Sloppy board operator—Light experience—Wants slow-paced station job. Box 506D, BROADCASTING.

College graduate, veteran, professional school training. One year experience, small market, seeking advancement. Strong on news, adult audience—prefer east. Box 511D, BROADCASTING.

Personality ten years radio, tv. Strong music and sports. Have reached maximum salary possible in major eastern market. Desire permanent re-location for family. Tape, photo, resume ready. Box 513D, BROADCASTING.

Announcer-salesman. Four years experience. Maried. Desire position with small growing station. References. Box 514D, BROADCASTING.

READY FOR THE BIG STEP

50KW major market independent is now auditioning for two key disc jockeys. Must have 3 to 5 years experience in top 50 markets with a top rated contemporary show. A sense of timing, pace, music balance and a SMOOTH VOICE THAT SELLS is a prerequisite. We believe that personality is vital to a top rated music and news station. Are you ready for the big step? 7½" audition tape and resume to:

Box 532D, BROADCASTING

Situations Wanted—(Cont'd)

Announcers

Tennessee stations: Young married man seeks change. Experience, schooling, references. Now employed in Chattanooga. Box 523D, BROADCASTING.

Announcer, dj, experienced, fast board, combo, good ad-lib wants to settle. Box 526D, BROADCASTING.

Top country d.j.—12 years experience. No hick—can do staff. Employed. Musician. Box 530D, BROADCASTING.

Announcer-2 years experience, wants adult station. Mature, pleasant voice. Good news, ad-lib, commercials. Box 538D, BROADCASTING.

See Box 539D, under Production-Programming.

Newscaster, editor, commentator, staff announcer. Sports play-by-play, anything but ice hockey. Extensive public relations, speaking, motion picture, theatrical background. Limited radio sales experience, but don't like it. Retired Army officer. Presently employed, but must locate in warmer climate. Prefer Florida or Arizona. Will give present employer as reference. Radio and tv experience. Prefer dual operation. Box 543D, BROADCASTING.

Returning to California chief engineer-announcer. Experienced production, engineering, operate own board your pace. Available now. Box 545D, BROADCASTING.

Negro announcer, two years experience at L.A. station, two years of college, first phone, graduate of radio and tv school. Married and will locate anywhere. 1926 Palm Grove, Los Angeles 16, California, Webster 8-6781.

In FM, or good music AM station; metropolitan area preferred. Canadian, experienced, good educational background; data and tape upon request. Write: W.M.C.—121 Stanley St., Belleville, Canada.

Competent announcer desires permanent affiliation with successful, discerning station—medium paced operation. No frantic formats. Send complete details position open. Will send you complete tape of my work. Prefer northern half of country. Greg Gregory, 312 Upson, El Paso, Texas or phone Keystone 2-0510.

Medium market, modern dj desires to become established with station that is ready to make change to modern radio. If you need livewire dj (pd), let me put my ideas to work for you. Call Chuck Howard, Wilmington, North Carolina, RO 3-9345.

Attention growing stations—dee jay-announcer, experienced in working 500,000 market. Looking to relocate. Lance, 1105 Jerome Avenue, New York City. LUdlow 8-1673.

D-Js experienced. Good ad lib personalities. Fast board. Good sell. Contact New York School of Announcing and Speech, 160 West 73rd Street, New York City.

Announcer, sales, sports, management; 4 years experience. Employed, desire different location. Married, 26, vet, college grad. Owens, MA 7-8968, Quincy, Florida.

Anxious to start radio career. Have 2nd class license. Can type, single, co-operative attitude. Will travel. Tom Stanton, 5951 Washington, St. Louis 12, Mo., PA 5-1761.

Technical

First phone, 12 years AM and FM. Desires to relocate in Florida. All inquiries answered. Box 464D, BROADCASTING.

Experienced engineer-announcer currently employed chief engineer-announcer seeks opportunity. Box 468D, BROADCASTING.

Need an engineer, technical director, video switcher, production man? Here's versatility in one complete package! First phone, 25, vet, married and 3 years experience. Box 471D, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

Available immediately, engineer-announcer-salesman, in Texas, not less than $100 plus commission. 16 years experience. Box 481D, BROADCASTING.

Mature, experienced chief engineer, top market, wishes to locate west coast AM, FM similar capacity. Thorough knowledge studio, transmitter, directional remote control, tv studio, vtr. Would consider position assistant chief combined operation. Box 492D, BROADCASTING.

Chief engineer-announcer. Now employed. Box 505D, BROADCASTING.

Chief engineer—20 years in radio, construction, operation, maintenance, Manufacturing with RCA. Some announcing. UHF and VHF television experience as staff engineer, transmitter, studio maintenance. Some video tape. Box 527D, BROADCASTING.

Chief engineer, chief announcer, 13 years experience. Top talent for good remuneration with progressive station. Box 531D, BROADCASTING.

First phone. Experienced radio and television. Box 31393, Los Angeles 31, California.

1st class license, radio or tv, experienced. Phone T. O. Collins, Screven, Ga., LY 6-2266.

Production-Programming, Others

Executive secretary with complete accounting knowledge and 10 years radio and television experience hopes to relocate in right position after January 15th. Experience includes (1) all phases of general office including secretarial; (2) accounting from daily detail to balance sheet and P & L with analysis and budget controls; (3) F.C.C. applications, reports, etc.; (4) office organization, systems and procedures; (5) handling of corporate records such as minutes, stock books, etc.; (6) personnel interviewing and training; (7) creating job description manuals; (8) radio and tv traffic; (9) Research, sales presentations and assistance to salesmen in preparing material and planning calls; (10) Limited continuity. Preference: secretary to busy broadcast executive who needs assistance in organization of his office to save valuable time, interruptions, etc. Shorthand and typing excellent. Age, 29. Most experience with one organization. Not afraid of hard work. Interesting position more important than salary. Please write Box 422D, BROADCASTING.

Can promote your station to number one. Major market disc jockey desires p.d. experience. Creative! Cheap! Available immediately. Box 424D, BROADCASTING.

PD desires N.Y.C. area. Storz type programming. Experienced, family, references. Box 466D, BROADCASTING.

Talented, energetic young pro seeks programming position in important market. Box 469D, BROADCASTING.

Experienced as program-news director. All phases radio: top 40-quality-personality. Sales. College grad. Married. Desire responsible position or top news force. Conscientious and progressive. Box 490D, BROADCASTING.

Young newsman. Experienced with initiative and know-how in responsible radio-journalism now seeks position within commuting distance of New York. Metropolitan area background. College grad. Car. Broadcasting and reporting experience. Personal interview preferred. Box 493D, BROADCASTING.

Am looking for southeast station that . . . needs production spots that sell? Needs program director who is? Needs adult morning personality? Resume and tape on request. Box 508D, BROADCASTING.

FM stations: Single young man desires production-programming-copy position with adult-minded station. Will also consider educational radio. Experienced all phases. Box 522D, BROADCASTING.

College grad, BA in music, 3 years experience large educational station desires position with college station. Box 524D, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

Golden apple turned wormy, presently employed #1 station in top thirty market. Nations top promotion man, fair voice, excellent production qualified for promotion or program director, know top forty and others. Married, college, veteran, top references, experienced in major markets. If you want to be #1 lets talk. Box 536D, BROADCASTING.

Are you looking for a P.D. to put your station on top . . . #1. Are you willing to spend money to make money? Do you want something to sell? I have 5 years experience and a creative imagination, 1st phone and enthusiasm all at your disposal. Box 539D, BROADCASTING.

TELEVISION

Help Wanted—Management

Multiple operator desires to consolidate management of two tv stations in substantially the same regional. Excellent opportunity for experienced manager. Give full background. Confidential. Box 519D, BROADCASTING.

Sales

Leading ABC affiliate in wealthy midwest market expanding sales force. Opportunity for experienced broadcast salesman who has creative approach and record of repeat sales. Send resume and photograph to Box 211D, BROADCASTING.

Leading NBC-TV affiliate in wealthy Iowa market has excellent opportunity for experienced hard working salesman with record of repeat sales. Midwest salesman preferred. Send resume and photograph Box 388D, BROADCASTING.

Film sales representative for established and protected territory which includes Texas, Oklahoma, Arkansas and Louisiana. You will represent a major distributor of feature and western films. You will offer a new Post '48 feature group just being released to tv, in addition to hundreds of features and westerns in the Post and Pre '48 categories. You will operate as an independent agent, with the privilege of carrying other lines. Your territory will be protected and you will benefit from all business including pending situations. You will receive generous commissions which are paid promptly. For interview in your city, contact P.O. Box 1034, Studio City, California.

Announcers

Announcer: For all around work. New tv station airing January 23rd, 1961. Send complete resume including picture, tape, and salary requirements. Box 2148, Idaho Falls, Iowa.

Technical

Major west coast market has opening for technician. Reply Box 843C, BROADCASTING.

WBTW—A full power channel 8 Jefferson Standard Television Station has openings for engineers with first class license. Television experience preferred but will consider qualified radiomen. Apply with resume to Engineering Manager, WBTW, Florence, S. C.

Chief engineer 1 kw uhf. WXTV, Youngstown, Ohio.

Maintenance engineer needed for maximum power vhf station. Gulf coast of Texas, shirt sleeve weather year around. No operating or board shifts. 2 or 3 years maintenance experience with RCA equipment required. Contact Jerry E. Smith, Chief Engineer, P.O. Box 840, Corpus Christi, Texas.

Help Wanted—(Cont'd)

Technical

Television engineer. Immediate opening for experienced engineer with first phone. Contact H. E. Barg, 1015 N. Sixth Street, Milwaukee 3, Wisconsin.

Production—Programming, Others

Experienced director switcher-producer. Immediate opening for permanent addition midwest tv station. Must be artistic and know lighting. New and modern operation. Write including complete experience, references and recent photo. Box 395D, BROADCASTING.

Excellent position open for male or female continuity writer. Ability to write, selling commercials for local accounts a must. Excellent salary, position is now open in the midwest. Send sample copy, photograph and references. If you can write, this is your opportunity. Box 451D, BROADCASTING.

Help Wanted—(Cont'd)

Production-Programing, Others

Our sports director is leaving to take a major market assignment. We must replace him immediately with an aggressive sports man able to do weekly live bowling and live wrestling show on tv plus regular tv and radio play-by-play sports. Good salary and excellent future for right man. Reply by collect wire stating years experience, availability date and starting salary. Sports, KWWL Radio and TV, Waterloo, Iowa.

Expanding radio-television news department now accepting applications from newsmen. Want experienced beat reporters use to heavy budgets of local news, familiar with mobile radio units and newsreel cameras. Need men who can dig, write, edit and broadcast. Contact Vern Jones, News Director, WAVY AM-TV, Norfolk, Virginia.

YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s) _____

☐ **TF** (until forbid)

RATES

☐ **Situations Wanted**—20¢ per word—$2.00 minimum (Payment in advance)

☐ **Help Wanted**—25¢ per word—$2.00 minimum

☐ **Display ads** $20.00 per inch—STATIONS FOR SALE advertising require display space

☐ 1" ☐ 2" ☐ 3" ☐ 4" ☐ other

☐ **All other classifications** 30¢ per word—$4.00 minimum

(No charge for blind box number)

Indicate whether Radio or TV ☐ Radio ☐ TV

HELP WANTED

☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

SITUATIONS WANTED

☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

FOR SALE

☐ equipment

WANTED TO BUY

☐ stations
☐ equipment

ADDITIONAL CATEGORIES

☐ Instructions
☐ Business Opportunity
☐ Miscellaneous

COPY

(If larger space is needed, please attach separate copy)

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington 6, D. C.

NAME

COMPANY

ADDRESS

Remittance enclosed $ ☐ Bill

Help Wanted—(Cont'd)

Production-Programming, Others

Immediate opening for tv only. Traffic director, experience required. Contact Program Director, WNEM-TV, Pleasant 5-8191, Saginaw, Michigan.

TELEVISION

Situation Wanted—Management

Have you been unemployed at Christmas? Experienced salesmanager. National, regional, local. Finest industry references. I love sales, results, progress! Must have 10-12 guaranteed. Don't generalize, be specific! Box 385D, BROADCASTING.

Young, successful general manager for southwest tv station or tv-radio combination. Good references from all previous employers. Tell me where to send full story. Box 465D, BROADCASTING.

Announcers

TV staff announcer. Seasoned, mature, professional. Minimum $160.00 weekly. Box 491D, BROADCASTING.

Successful announcer-personality. In tv since '53. Looking to step up to major market. Box 494D, BROADCASTING.

Technical

Experienced tv man available, prefer transmitter operation and maintenance. Box 442D, BROADCASTING.

Going to Europe at own expense. Graduate electronic engineer would like to work while there. Excellent background in sales as well as service. Experience in commercial telecasting systems including color and vtr, high powered short wave. Length of time in Europe at employers option. Write Don Britton, 8959 Wonderland Ave., Hollywood 46, Calif. Top references.

Production-Programming, Others

Have promotion know-how, will use it for you if price and job are right. Currently advertising manager of major oil company, 12 years experience in road show advance, newspaper and radio. Box 507D, BROADCASTING.

TV production: Currently in radio with wide background including sales. Desire expansion to tv production and copy in either educational or commercial tv. Box 520D, BROADCASTING.

FOR SALE

Equipment

Does your station use Class C lines? Have 75 equalizer amplifier units for sale at $75.00 each. Provides low and high frequency boost and overall gain adjustment in transistorised unit, rack mounted. Description and schematic accompany each. Shipped C.O.D. your directions. Address inquiries Box 427D, BROADCASTING.

FM transmitter, Collins 737A, spares, two exhaust fans; Ampex 351 console recorder. Box 502D, BROADCASTING.

One eight bay FM antenna for sale immediately. Box 509D, BROADCASTING.

RCA BTF 3-B 3kw FM transmitter complete with tubes, set of spare tubes, 3 crystals and some spare parts. Transmitter is in good operating condition. Price: $3500.00 cash, F.O.B. Des Moines, Iowa. Write or wire Frank McGivern, KSO Radio, Des Moines.

Used broadcasting audio equipment R.C.A., Collins and Gates. Write to: WNLC, New London, Conn. for price and list.

FOR SALE

Equipment (Cont'd)

RCA TF-6AH 6 bay channel 13 antenna, 280' 6⅛" UHF transmission line, 3 90° 6⅛" elbows, GE PF-3-C projector, GE TC-22-A master control panel, GE TC-36-A television pre-set panel and relay chassis, GE TV-30-A television pre-set panel and relay chassis, GE TV-30A synclock and control panel, 2 GPL PA-100A 16mm projectors, 2 Presto 64A turntables with GE pickups and equalizers, RCA TP-10A portable projector, 2 40" x 30" projection television receivers. WQED, 4337 Fifth Avenue, Pittsburgh, Penna.

Two Magnecorders type PT-6-AH tape transport. One completely reconditioned with new record and playback heads. Complete set of new drives, the other in good operating condition. Best offer over $200 takes both. Call collect: Gene Baldridge, Chief Engineer, WSIP, Paintsville, Kentucky.

1 limiting amplifier Raytheon, model RL-10, complete with instruction manual in excellent working condition. $150.00 C.O.D. WYAM, P.O. Box 1053, Birmingham, Alabama.

Continental Towers, Inc. Tower erection and maintenance. 13 Beech Road, Glen Burnie, Maryland. 24 hour service—Southfield 6-6855.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

Tested perfect 5820—I.O. at $210.00 each, 6474 color I.O. at $260.00 each. Want any microwave test gear and tubes or what have you. Electrofind, 440 Columbus Avenue, N. Y. C.

Tower—444' galvanized Emsco 27 RT, complete. Never assembled. Designed for GE TY28H-12 bay antenna. Does not include antenna, lighting or power cable. C. L. Leatherwood; P.O. Box 2566, Houston 1, Texas. $14,000.00.

TV video monitors. Metal cabinets, rack, portable remote kine, educational, broadcast, starting at $199.00. 50 different models, 8" thru 24". Miratel, Inc., 1st St. S.E. & Richardson, New Brighton, St. Paul 12, Minnesota.

Rigid transmission line, Andrews 1⅝" and ⅞" Nos. 551-3 and 550A with fittings, hardware, for AM, FM, VHF and communications. Tremendous savings. Write for stock list. Sierra Western Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, California.

36-AM-FM towers. Uniform cross section guyed type. Heights 100' to 360'. Phone RE 2-9350, U.S. Tower, 249 Bartow Lane, Petersburg, Va.

WANTED TO BUY

Stations

FM station in southeast, southwest, or New England area. Prefer partnership in C.P. or new operation. Box 521D, BROADCASTING.

Three young radiomen interested in solid career in radio. Chief engineer 5 years electronic background. Newsman with ability. East listening d.j.-program director. All would like to lease with option to buy station midwest or northwest. Reply Box 525D, BROADCASTING.

Wanted, AM radio station in city 10 to 35,000 population. Prefer middle Atlantic states. Will consider purchase of majority interest or outright. No brokers. Box 533D, BROADCASTING.

Equipment

Wanted: one recording amplifier from GPL kine recorder; and an Altec limiter. Box 485D, BROADCASTING.

WANTED TO BUY

Equipment—(Cont'd)

Pulse transformer used in Dumont studio sync generator—Dumont part #20B4919 180 cycle counter. Contact E. M. Tink, Dir. of Eng., KWWL-TV, Waterloo, Iowa.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting March 1, April 26, June 21. For information, references and reservations write William B. Ogden. Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

FCC license six-week resident class. Guaranteed instruction. New classes every seven weeks. Pathfinder, 5504 Hollywood Blvd., Hollywood.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Elkins Radio License School of Chicago. Now serving the mid-west. Quality instruction at its best. 14 East Jackson St., Chicago 4, Ill.

MISCELLANEOUS

Wallet press card, emblazoned your name, station. Any radio-television staffer identification! Applicable remotes, emergencies! Prominent lettering against cardinal background. Plastic inclosed. Send name, station, $2 money order: Pat Adams, Box 386D, BROADCASTING.

Would like to lease Kentucky or other southeastern one kilowatt daytimer single market station. Am responsible party with current ownership. Box 406D, BROADCASTING.

Call letter items—Lapel buttons, mike plates, studio banners, car tags, bumper strips, etc. Bro-Tel, Box 592, Huntsville, Alabama.

Comedy for deejays!—"Deejay Manual," a complete gagfile containing bits, adlibs, gimmix, letters, patter, etc. $5.00—Show-Biz Comedy Service (Dept. DJ-4), 65 Parkway Court, Brooklyn 35, N. Y.

RADIO

Help Wanted—Management

COMMERCIAL MANAGER

Wanted commercial manager for leading top independent station east coast. Must be experienced as a station manager or commercial manager. Top job salary plus bonus. Write complete details in confidence. Interviews New York City.

Box 461D, BROADCASTING

RADIO

Situations Wanted—Announcers

NON-FRANTIC PERSONALITY

Deep-voiced Deejay with soft-sell technique seeks a quality market with "easy listening" format. 3-years' experience in isolated 300,000 population area—now in suburban Chicago. Best references. Married, 24, draft exempt. Will travel. Personal interview, my expense, if you're in the midwest.

Box 496D, BROADCASTING

PLAY-BY-PLAY

Desire baseball, basketball, and football schedule. 10 years experience . . . just completed sixth year National Football League. Regional and national networks Age 34. Excellent references. Presently employed.

Box 544D, BROADCASTING

WE HAVE NEW D.J.'s

All sizes, all colors, all ages, all sexes. And all willing to work—eager to please. No prima donnas. Costs you nothing to get their tapes. Tell us what you want. Placement Dept., J. B. Johnson School, 930 F St., N.W., Washington 4, D. C.

TELEVISION

Situations Wanted

Production-Programming, Others

EXPERIENCED, SUCCESSFUL

TELEVISION PROMOTION DIRECTOR/ FILM BUYER AVAILABLE

Age 37, ten years in media promotion with successful record in rejuvenation of problem properties.

Solid knowledge all phases of promotion, merchandising, etc., with film and programming experience.

My employers know of this ad and would be happy to recommend me.

Box 498D, BROADCASTING

COMBINATION P.D. ANNOUNCER-DIRECTOR-PRODUCER-DIRECTOR

4 years experience, Masters Degree in TV. Seeking larger market and opportunities. Excellent references. Write or call:

Phil Markert
379 W. Gray Street
Elmira, N. Y. RE 4-0774

TELEVISION

Help Wanted—Announcers

TV STAFF ANNOUNCER

Qualifications:

Minimum 5 years experience
Commercially versatile
Warm, friendly personality
Deep resonant voice

Send:

Still photo
VTR or film (will be returned)
Resume
References (4)

Program Manager
WJBK-TV
7441 Second Boulevard
Detroit 2, Michigan

Technical

SALES ENGINEER

MID-WEST

Major mid-west broadcasting equipment manufacturer has openings for sales engineer to travel and call on radio stations in the mid-west area. Technical background essential. Candidate should have previous successful sales experience or sales aptitude with a deep desire to make selling his career.
Attractive salary, expenses, and incentive bonus systems provide high earning potential. This is a permanent position with an excellent future with a growing company. Send complete resume with photo, if available to:

Box 499D, BROADCASTING

EMPLOYMENT SERVICE

JOBS IN RADIO & TV THROUGHOUT THE SOUTHEAST

Talent scouts for the station you're looking for — free registration — confidential service. Immediate job openings for—
Announcer-Engineers
Engineers-Salesmen
Announcers-Newsmen-DJ.'s
PROFESSIONAL PLACEMENT
458 Peachtree Arcade, Atlanta, Ga.

FINGER ON THE PULSE

Experienced personnel . . .
. . . Opportunities in many markets.
PAUL BARON, BROADCAST MANAGER
Maude Lennox Personnel Service, Inc. (Agcy)
630 Fifth Avenue, N.Y. 20, N.Y.
Circle 6-0276
Send tapes, resumes before calling.

FOR SALE

BROADCASTING SCHOOL

In middle Atlantic major market. Doing tremendous business. Great opportunity as owner has other interests. Present management available. Asking $110,000 with $50,000 down. Principle.

Box 141D, BROADCASTING

Equipment

MULTIPLEX with MOSELEY

Lease a high performance MX CHANNEL to the background music operator the easy way with the MOSELEY SCG-2 Subcarrier Generator. Fits transmitters having mx inputs. Low cost featuring AUTOMATIC MUTING. Write for Bulletin #203.

MOSELEY ASSOCIATES
P.O. Box 3192 Santa Barbara, Calif.

Spotmaster

NO. 1

IN CARTRIDGE TAPE EQUIPMENT
SEE THE NEW SPOTMASTER 500
A complete tape cartridge and self cueing record-playback combo unit.
For details or demonstration write
VISUAL ELECTRONICS CORP.
356 W. 40th STREET, NEW YORK 18, N.Y.

FOR SALE

Stations

HAWAIIAN PARADISE

Beat the cold. Live and invest in America's 50th state. Fulltime 5 kilowatt facility well equipped and beautifully appointed. Doing good gross now with excellent potential for future. $200,000 on terms.

Box 450D, BROADCASTING.

S. C.	Single	Daytimer	$ 55M	terms
Texas	Single	Daytimer	60M	18 dn
Calif	Single	Daytimer	75M	terms
Miss	Single	Daytimer	39M	15 dn
Tenn	Single	Daytimer	125M	29%
Fla	Small	Daytimer	53M	15 dn
Ky	Small	Daytimer	90M	29%
Ala	Medium	250w	55M	19 dn
Calif	Medium	Fulltime	75M	cash
N. W.	Metro	Regional	180M	terms
Calif	Metro	low freq	175M	29%
Fla	Large	Daytimer	200M	cash
Midwest	Large	low freq	700M	low dn
Mid Atl	Large	Fulltime	330M	25%

And Others

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

CONFIDENTIAL NEGOTIATIONS
For Buying and Selling
RADIO and TV STATIONS
in the eastern states and Florida
W. B. GRIMES & CO.
1519 Connecticut Avenue, N.W.
Washington 6, D. C.
DEcatur 2-2311

Continued from page 92

■ Following stations granted extensions of completion dates as shown: WISK(FM) Medford, Mass. to March 28; WYOU(FM) Baltimore, Md. to Jan. 31; KLUB-FM Salt Lake City, Utah to Jan. 31.

Actions of December 29

KHVH-AM-TV KHJK(TV) Honolulu, Hawaii — Granted transfer of control from **Kaiser-Burns Development Corp.** to **Henry J. Kaiser Co.**

KUDE-AM-FM Oceanside, Calif.—Granted assignment of license and cps to **Dolph-Pettey Bcstg. Co.** (Virginia Corp.).

WJOB Hammond, Ind.—Granted assignment of licenses to **Colby Bcstg. Corp.**

KMCD Fairfield, Iowa — Granted assignment of license to **Burlington Bcstg. Co.**

KDVR(FM) Sioux City, Iowa—Granted assignment of cp to **Wolff Bcstg. Corp.**

WSAF Sarasota, Fla.—Granted mod. of cp to change type trans.

WMTV(TV) Madison, Wis.—Granted mod. of cp to change ERP to vis. 91.2 kw, aur. 49 kw. ant. height to 1,010 ft., and make changes to ant. system.

WPDQ Jacksonville, Fla.—Granted mod. of cp to make changes in DA pattern.

■ Following stations granted authority to remain silent for periods shown: KPSR(FM), KPSR Inc., Palm Springs, Calif. for period ending March 1; KELE(FM), Anjo Bcstrs. and Telecasters Inc., Phoenix, Ariz., period ending March 14; WWOD-FM, Lynchburg Independent Bcstrs. Inc., Lynchburg, Va. period ending March 20; WDBQ-FM, WDBQ Bcstg. Co., Dubuque, Iowa, period ending March 1.

■ Following stations granted extensions of completion dates as shown: KTXT-TV Lubbock, Tex. to July 21; KXRQ(FM) Sacramento, Calif. to March 15; KSEA(FM) San Diego, Calif. to March 18; WPDQ Jacksonville, Fla. to Jan. 31; KENS San Antonio, Tex. to April 29; KBOX Dallas, Tex. to March 31; WWIL Ft. Lauderdale, Fla. to June 8.

Actions of December 28

■ Granted STA for following vhf tv repeater station: Carbon County, chs. 8, 10 and 12, Price, Utah (KUTV, ch. 2, KCPX-TV, ch. 4, KSL-TV, ch. 5, Salt Lake City, Utah).

WMKE(FM) Milwaukee, Wis.—Granted involuntary assignment of license to **Norman H. Quale**, receiver.

KCRA-AM-FM-TV Sacramento, Calif. — Granted involuntary transfer of negative control from **Ewing C. Kelly** to **Nina N. Kelly**, executrix of estate of Ewing C. Kelly, deceased.

KWYO Sheridan, Wyo.—Granted involuntary acquisition of negative control by **Rosalie E. Carroll**, individually and executrix of estate of James W. Carroll, deceased.

KKAN Phillipsburg, Kans.—Granted acquisition of positive control by **Guy Christian** through purchase of stock from **Russell M.** and **Lois Stewart.**

KALE Pasco, Wash.—Granted acquisition of positive control by **Harold K. Deutsch** through purchase of stock from **L. G. Dix.**

WHOW Clinton, Ill.—Granted asquisition of positive control by **J. R.** and **Leffel E. Livesay** (family group) through purchase of stock by **Leffel E. Livesay** from **James C.** and **Marian M. Williams.**

KURV Edinburg, Tex. — Granted assignment of license to **Magic Valley Radio Inc.**

FOR SALE

Stations

STATIONS FOR SALE

PACIFIC NORTHWEST. Exclusive. $40,000 gross. Good profit. Asking $75,000 including real estate. 29% down.

NORTHWEST CENTRAL. Daytimer. Absentee owned. Doing $70,000. Asking $90,000 with 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

WRNL-AM-FM Richmond, Va. — Granted assignment of license and cps and licenses to **WRNL Inc.**

WAPE Jacksonville, Fla.—Granted assignment of license to Brennan Bcstg. Co.

WQXI Atlanta, Ga.—Granted assignment of licenses to **Esquire Inc.**

WCMB, WDTV Harrisburg, Pa.—Granted assignment of cp and license and cp to **Hudson Bcstg. Corp.**

WSVL Shelbyville, Ind.—Granted assignment of cp to **Shelby County Bcstg. Co.**

Actions of December 27

WGRM Greenwood, Miss. — Granted involuntary assignment of license to **Fayette C. Ewing,** executor of estate of Mrs. P. K. Ewing, deceased.

WKTL Sheboygan, Wis.—Granted assignment of license to **Sheboygan Radio Inc.**

WBYG Savannah, Ga. — Granted assignment of license to **Space Bcstg. Inc.**

WTHT Hazelton, Pa.—Granted assignment of cp to **Radio 13 Inc.**

Actions of December 23

KSUE Susanville, Calif.—Granted mod. of cp to change type trans.

■ Granted STA for following vhf tv repeater stations: Leo Hargrave, ch. 6, Ranch Home, Colo. (KFBC-TV, ch. 7, Eagle Booster Castle Peak, Colo.; Springfield T.V. Inc., ch. 3, Springfield, Colo. (KGLD, ch. 11, Garden City, Kan.); Arthur I. Thompson, ch. 7, Beulah, N. D. (KFYR, ch. 5, Bismarck, N. D.); Devil Mountain Tv Assn., ch. 9, Dyke, Colo. (KOB-TV, ch. 4, Albuquerque, N. M.); Wedderburn Tv Assn., ch. 12, Wedderburn, Ore. (KIEM-TV, ch. 3, Eureka, Calif.); Laramie Community Tv Co., chs. 11, 13, Laramie, and 8, Tie Siding, Wyo. (KRWA-TV, ch. 6, KTVR, ch. 2, Denver, Colo.); North Country Tv Club, ch. 13, Ophein, Glentana and Community, Mont. (KUMV-TV, ch. 8, Peerless, Mont.; Valier Community Club, ch. 9, Valier, Mont. (CJLH, ch. 6, Lethbridge, Canada); City of Clay Center, ch. 8, Clay Center, Kan. (WIBW, ch. 13, Topeka, Kan.); Milk River T. V., ch. 2, Browning, Mont. (CJLH, ch. 7, Lethbridge, Canada).

KEWB Oakland, Calif.—Granted assignment of license to **Crowell-Collier Bcstg. Corp.**

KDWB St. Paul, Minn.—Granted assignment of licenses to **Crowell-Collier Bcstg. Corp.**

KPOI-AM-FM Honolulu, Hawaii—Granted relinquishment of positive control by **H. G. Fearnhead** through sale of stock to **Colgreene Bcstg. Co.**

WUST, WJMD Bethesda, Md. — Granted relinquishment of positive control by **Milton Diener** through sale of stock to **Walter, Daniel,** and **Jack Diener.**

WSLM-FM Salem, Ind.—Granted cp to replace expired permit for new fm station.

KIBS Bishop, Calif.—Granted cp to install new trans.

KOOD Honolulu, Hawaii—Granted mod. of cp to change type trans.

KZUN-FM Opportunity, Wash. — Granted mod. of cp to change type ant. and increase ERP to 3.7 kw.

WAEB-FM Allentown, Pa.—Granted extension of completion date to June 30, 1961.

Actions of December 22

■ Granted STA for following vhf tv repeater station: Skyline Tv Club, ch. 13, Whitewater and Loring, Mont. (KOOK-TV, ch. 2, Billings, Mont.).

K70AL, K73AD Palm Springs, Calif. — Granted licenses for tv broadcast translator stations.

WHRW Bowling Green, Ohio—Granted cp to make changes in DA pattern; conditions.

KPHO-TV Phoenix, Ariz.—Granted cp to maintain previously licensed main trans. and ant. as aux. trans. and ant. system, at main trans. site.

WDAF-FM Kansas City, Mo. — Granted mod. of cp to change type ant. and decrease ERP to 36 kw.

KEEZ San Antonio, Tex.—Granted mod. of SCA to add subchannel 41 kc for background &/or storecasting purposes.

KFNF Shenandoah, Iowa—Granted extension of authority to sign-off at 7:15 p.m., Monday through Saturdays and sign-off at 7:30 p.m., on Sundays, except for special events, for period ending April 1, 1961.

■ Following stations were granted extensions of completion dates as shown: KTAG-TV Lake Charles, La., to July 9, 1961; WRHT Ocilla, Ga., to May 24, 1961.

Actions of December 21

WLTV Bowling Green, Ky.—Granted mod. of cp to change ERP to vis. 316 kw, aur. 158 kw, type trans., type ant., to make changes in equipment and ant. height to 850 ft.

WMAX Grand Rapids, Mich. — Granted mod. of cp to move ant. 250' North (same site) and make changes in ground system.

KWNT Davenport, Iowa—Remote control permitted.

Actions of December 20

KPLI Riverside, Calif.—Granted cp to install new trans.

WKOF(FM) Hopkinsville, Ky. — Granted license for fm station and change type trans.

WYSL Amherst, N. Y.—Granted license covering change in ant.-trans. location, ant. and ground systems.

KXRX San Jose, Calif.—Granted license to use old main trans. as aux. trans. at present site, using DA-1.

KRKH-FM Lubbock, Tex.—Granted license covering installation of new type ant. and changes in ant. system.

KPEN San Francisco, Calif.—Granted license covering increase in ERP and ant. height, installation of new ant. and changes in ant. system.

KEYJ Jamestown, N. D.—Granted license covering increase in daytime power and installation of new trans.

KLRO San Diego, Calif.—Granted license for fm station.

WDBN Barberton, Ohio—Granted license for fm station.

WETT Ocean City, Md.—Granted license for am station.

WODY Bassett, Va.—Granted license for am station and specify studio location.

K76AA Prineville & Redmond, Ore. — Granted license covering changes in tv translator station.

KSBW Salinas, Calif.—Granted mod. of license to operate trans. by remote control, using DA-2; conditions.

WNOB Cleveland, Ohio—Granted cp to install new type trans.

WIRM Iron Mountain, Mich.—Granted request for cancellation of cp for new tv station on ch. 8; call letters deleted.

WPFP Park Falls, Wis.—Granted mod. of cp to change type trans.

KBBR North Bend, Ore.—Granted mod. of cp to change type trans.

WBIZ Eau Claire, Wis.—Granted mod. of cp to change type trans.

WBAA West Lafayette, Ind. — Granted authority to remain silent Dec. 25 and Jan. 1, 1961.

■ Following stations were granted extensions of completion dates as shown: KFOY-TV, Hot Springs, Ark., to March 15, 1961; WORT New Smyrna Beach, Fla., to March 31, 1961.

Actions of December 19

■ Granted STA for following vhf tv repeater stations: Verde Valley Tv Club Committee, ch. 2, Lower Verde Valley & Lower Oak Creek, Ariz. (KOOL-TV, ch. 10, Phoenix, Ariz.); Bond McCoy Tv Association, ch. 6, Bond, ch. 13, McCoy, Colo. (KOA-TV, ch. 4, Denver, Colo.); City of Hill City, ch. 5, Hill City, Kan. (KCKT-TV, ch. 2, Great Bend, Kan.); Wayne County T.V., chs. 2, 4, 5, Loa, Lyman, Bicknell, Teasdale and Torrey, all Utah (KUTV, ch. 2, KCPX-TV, ch. 4 and KSL-TV, ch. 5, Salt Lake City); Town of Grand Lake, ch. 13, Grand Lake, Colo. (KOA-TV, ch. 4, Denver, Colo.).

KECK Odessa, Tex.—Granted assignment of license to Radio Industries Inc.

WMUZ Detroit, Mich.—Granted involuntary assignment of license to **Ruth Marjorie Crawford,** executrix of estate of Percy B. Crawford.

WVBR-FM Ithaca, N. Y.—Granted license to use old main trans. as aux. trans. at main trans. site; remote control permitted.

WVBR-FM Ithaca, N. Y.—Granted license covering increase in ERP and installation of new trans.

WMDN Midland, Mich.—Granted cp to change ant.-trans. and main studio location.

WRNL-FM Richmond, Va.—Granted cp to change type trans. and increase ERP to 140 kw; condition; deleted remote control operation; franted cp to use old main trans. as an aux. trans.

WOW-FM Omaha, Neb.—Granted mod. of cp to change type trans. and increase ERP to 40 kw.

WRNJ Atlantic City, N. J.—Granted mod. of cp to decrease ERP to 3.3 kw, increase ant. height to 300 ft., change trans. and studio locations, type trans. and ant. and ant. system (increase height).

■ Following stations were granted extensions of completion dates as shown: WPLM-FM Plymouth, Mass., to June 27, 1961; WHIM-FM Providence, R. I., to June 13, 1961; KVFD Fort Dodge, Iowa, to February 28, 1961; WRIT-FM Milwaukee, Wis., to March 21, 1961; KVKM Monahans, Tex., to March 20, 1961 and KEST Boise, Idaho, to May 31, 1961.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING Jan. 5

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps.	Not on air	For new stations
AM	3,500	40	119	843
FM	753	66	203	102
TV	480	17[2]	113	101

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING Jan. 5

	VHF	UHF	TV
Commercial	453	78	531
Non-commercial	38	14	52

COMMERCIAL STATION BOXSCORE

Compiled by FCC Oct. 31

	AM	FM	TV
Licensed (all on air)	3,483	732	477[1]
CPs on air (new stations)	43	53	16[2]
CPs not on air (new stations)	106	205	112
Total authorized stations	3,632	990	659
Applications for new stations (not in hearing)	621	64	34
Applications for new stations (in hearing)	186	35	70
Total applications for new stations	807	99	104
Applications for major changes (not in hearing)	574	40	34
Applications for major changes (in hearing)	273	7	18
Total applications for major changes	847	47	52
Licenses deleted	0	0	0
Cps deleted	0	0	0

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 35 tv cp-holders which were on the air at one time but are no longer in operation.

Information to aid the Press
from STANDARD OIL COMPANY
(INDIANA)

How our reorganization affects information sources; names, telephone numbers listed; areas of supervision defined.

STANDARD OIL COMPANY (INDIANA)

910 South Michigan Avenue, Chicago 80, Illinois • HArrison 7-9200

This is the parent company. It concerns itself with broad management policy, including corporate finance and co-ordination of its affiliates.

Director of Public Relations.....Don Campbell
Manager of Press Relations.....Vic West

THE AMERICAN OIL COMPANY

910 South Michigan Avenue, Chicago 80, Illinois • HArrison 7-9200

American Oil Company is a principal subsidiary of Standard Oil Company (Indiana). It manufactures, transports, and markets petroleum products nationally in the United States. It also is one of the world's leading companies in petroleum research. Product and price information and refinery news are included in the information it releases.

Director of Public Relations.....James M. Patterson
Manager of Information Services.....John Canning
Supervisor of Information Services....Carl H. Adam
Supervisor of Information Services..Walton M. Rock

SALES REGION PUBLIC RELATIONS MANAGERS

Atlanta, Ga., John L. Humphreys....TRinity 5-0731
Baltimore, Md., George M. Glazier SAratoga 7-6700
Chicago, Ill., Charles W. Ganz..ANdover 3-2345
Des Moines, Ia., N. J. Moreland...CHerry 4-6211
Detroit, Mich., Jerry Vanek.....KEnwood 8-1000
Indianapolis, Ind., Wm. R. Terrell..WAlnut 4-4541
Kansas City, Mo., Charles F. Hood.LOgan 1-4140
Milwaukee, Wis., Victor E. Johnson..HIlltop 4-8910
Minneapolis, Minn. W. T. Foreman FRanklin 4-4312
New Orleans, La., Allan B. Carleton..TUlane 3571
New York City, N.Y., H. A. Swanson PLaza 2-0800
Salt Lake City, Utah, (ask for Mgr.)..DAvis 8-8466
St. Louis, Mo., T. Mel James....VOlunteer 3-7820

REFINERY PRESS CONTACTS

Whiting, Ind., Wm. J. Obermiller 659-2700
Texas City, Tex., Carl I. Huss.....WIlson 5-2311
Sugar Creek, Mo., Wynne D. Jones. CLifton 2-4800
Wood River, Ill., Richard F. Judson..CLinton 4-7351
El Dorado, Ark., J. L. Wylie.....UNion 3-3171
Mandan, N. D., Myron D. Larson.....535
Salt Lake City, Utah, (ask for Mgr.)..DAvis 8-8466
Yorktown, Va., W. S. Sedgwick...TWilight 8-5411
Neodesha, Kan., Phil E. Moon.....237
Casper, Wyo., F. E. Mathews.....23-41220
Baltimore, Md., (ask for Manager)...ELgin 5-2100
Savannah, Ga. (ask for Manager)..ADams 2-4196

Information services of other principal subsidiaries were not affected by the reorganization. The other subsidiaries are:

PAN AMERICAN PETROLEUM CORPORATION

Pan American Building, Tulsa 2, Oklahoma • LUther 2-3211

Finds and produces crude oil and natural gas; conducts geological, geophysical, and production research. Its subsidiary, Pan American International Oil Corporation, engages in oil exploration and development outside of North America.

Public Relations Supervisor—A. G. Fiedler, Jr.

SERVICE PIPE LINE COMPANY

Service Pipe Line Building, Tulsa 2, Oklahoma • LUther 7-6511

Transports crude oil for American Oil Company refineries and for others.

Public Relations Supervisor—Cleve Bullette

INDIANA OIL PURCHASING COMPANY

Pan American Building, Tulsa 2, Oklahoma • LUther 7-1261

Buys, sells, and trades crude oil in the U. S.

Press Contact—F. J. Ryan

AMOCO CHEMICALS CORPORATION

130 East Randolph Drive, Chicago 1, Illinois • 476-6161

Manufactures and markets chemicals from petroleum.

Public Relations Representative—John F. Amos

TULOMA GAS PRODUCTS COMPANY

Pan American Building, Tulsa 2, Oklahoma • LUther 2-3261

Markets liquefied petroleum gas, natural gasoline, and related products.

Public Relations Representative—J. D. Perryman, Jr.

Note to City Desks: If a subject about which you need information is not covered here, any of the men listed above can put you in touch with the proper source.

STANDARD OIL COMPANY
(INDIANA)

910 South Michigan Avenue, Chicago 80, Illinois

OUR RESPECTS to Arthur Hatcher McCoy, executive vp, John Blair & Co.

He has a 'two platoon' system working for him

Radio ought to get its message across to the national advertiser.

That's the simple though compelling and exhaustive objective that permeates the media air that Arthur H. McCoy breathes as executive vice president of John Blair & Co. It has surrounded him—and colored his actions—from the year 1940 when he first became associate associated with the radio station representation field.

One of the more novel approaches to the radio rep business has just been formulated by the Blair organization and only last week placed formally into effect.

This is the so-called Blair Group Sales department in which Mr. McCoy has played the role of architect in the past three years he's been in Blair's top management.

Two Platoon ▪ Mr. McCoy describes the new setup as a "two platoon sales system" established at the rep firm, though he confesses it has had all the pain, frustration and planning which usually accompany formation of a new company. The new department, made up of eight people who represent skilled hands in sales, marketing and media, will concentrate on new business development (for example, demonstrate to an advertiser how he can use a specific spot radio campaign). The much larger John Blair & Co. sales force will continue to concentrate on "selling stations in depth for business that's currently breaking," Mr. McCoy explains.

Mr. McCoy, born in Roseville, Ohio, and raised in Pueblo, Colo., followed a midwesterner's path in moving along in radio sales from a pre-war post in Chicago to a post-war executiveship in New York.

Mr. McCoy was an early bird in the business, joining Free & Peters in February 1940, while in his senior year at Northwestern U. He got that job (in the bookkeeping department) on the strength of his approach to his career. (In an interview with the university's placement director, Art McCoy, then studying marketing, explained he wanted to sell radio time, the first such request the director had and one he well remembered when F&P asked the school to place a graduate in its Chicago office.)

Bookkeeper to Salesman ▪ In a year's time, bright and steady Art McCoy had earned himself a sales niche at F&P (which included putting out promotion pieces, and "running off my own stuff" on the mimeograph).

In the winter of 1944, Mr. McCoy became a resident of New York for Free & Peters where his major activity was on Sonovox, a sound effect technique (as used in the now historic Bromo Seltzer radio commercial that gave in its sound effect the idea of a bubbling, effervescence). He worked with the Navy on the application of the process as an aid in teaching the Morse code.

While in New York and nearly a year later (September 1945), Mr. McCoy helped found Lewis H. Avery Inc. (which became Avery-Knodel a year later), as treasurer, founding partner, director and stockholder. When tv arrived, he became director of radio sales. He proudly notes, "I've always concentrated in the radio field."

In May 1955, Mr. McCoy moved to sales with John Blair & Co. and in the spring of 1957 was elected vice president and sales manager. In September 1957 he became executive vice president.

Drum Beater ▪ Art McCoy has the trim, business-like figure that strongly suggests cool efficiency and the executive's ability to see things with an objective view. In fact, he appears to be anything but the drum beater he is.

But he's a drummer in the literal and musical sense. In college years he played the drums in the band and in the symphony orchestra. During that period he also appeared with dance bands at dude ranches for three summers (last summer he was at a dude ranch but as a vacationing dude, not as an entertainer), gave private lessons on the drums to help finance his way through college and finally sold them "after I got married to pay the grocery bill."

Blair's McCoy
A new sales system

The McCoy touch with the drumsticks is seldom applied nowadays—"only when asked at parties." But it has left him with an enthusiastic interest in music.

On The Links ▪ Another key interest is golf. That has been keen enough to prompt Mr. McCoy to organize, three years ago, an annual Blair golf tournament (trophy is awarded), in obtaining membership in the select Metropolitan Advertising Golf Assn. (made up of the elite in advertising) and in maintaining regular play at the Whipoorwill Country Club (in Westchester County).

Mr. McCoy also has a soft spot for mountain country ("it's one weakness I have"), a holdover from his Colorado youth. In fact, he often takes to the trails in upstate New York (he lives in Chappaqua, N. Y. in upper Westchester). He indulged himself with an intake of scenic (and mountainous) beauty at Yosemite only last summer.

His wife is the former Fay Walpole of Pueblo to whom he was married in September 1940. They have a daughter, Barbara, 17, and a son, Craig, 15.

His business organization affiliations include membership in Radio & Television Executives Society, the University Club and in Station Representatives Assn. where for three years he was chairman of the Radio Trade Practices Committee and where he helped develop SRA's all-industry slide presentation on spot radio about two years ago.

With the SRA activity in his background, Mr. McCoy is quick to point to radio's troubles of today—barter in radio—which he declares must be stamped out in 1961. He asserts the practice is the only "major black cloud" in what otherwise would appear to be a year of great opportunity for the radio medium.

The coming to fruition at Blair of a specially-created group to work on new business development is regarded by Mr. McCoy as a personal achievement. As he puts it, the department "came into focus" during his Blair tenure: "I blueprinted and followed it through."

President Collins

WITHOUT fanfare LeRoy Collins last week retired as governor of Florida and assumed the presidency of the NAB. Thus he became the spokesman for the nation's broadcasters—an assignment no less rigorous than that of running the affairs of a state.

While Mr. Collins has never served in Congress or held federal appointive office, he is seasoned in public service and politics, after six years as head of his state and a quarter century in public life. His selection for the NAB came before the elections and was made without regard to partisan considerations. It happens that Mr. Collins is a Democrat with excellent party acceptance. His judicious handling of the Democratic convention last July as permanent chairman had much to do with his selection for the NAB presidency.

Mr. Collins takes over a going organization. The three-man regency which had so ably directed NAB policy since the death last March of Harold E. Fellows, saw to this. But Mr. Collins does not have to accept what he has inherited. Except for the secretary-treasurership—the only elective office other than his own—he will have a free hand in making policy and choosing personnel.

It will take time for Mr. Collins to appraise his organization. We hope he is given the help of a chairman of the board, selected from the association's membership. This would give him the benefit of experienced counsel and give recognition, from year to year, to an outstanding broadcaster.

Mr. Collins comes to his new post with no blueprint. He recognizes broadcasting as something "more than an industry" and looks upon it "as a vital and indispensable part of America and its culture." This is a philosophy with which all broadcasters will agree.

He should not be deluded by the sweet talk about harmony between the regulators and the regulated. History proves that they are basically in conflict.

What is and always has been needed is a national policy that will recognize broadcasting as a free institution. That is Mr. Collins' mission. He will have the help of every clear-thinking broadcaster as he undertakes it.

Wanted: a united front

THREE years is a long time, but it may not be a moment more than needed to find a workable solution to a complicated problem that is sure to confront television advertising three years from now.

The problem is that of negotiating another talent union contract upon expiration of the one recently agreed upon, after weeks of painful bargaining, between the television networks, agencies and film producers on one hand and the Screen Actors Guild and American Federation of Television & Radio Artists on the other. Getting a sensible contract would be difficult in the best circumstances; under the conditions that have existed up to now, it just may be impossible.

The whole system of negotiating doesn't make sense. On the management side the networks are the principal negotiators, working out terms not only for themselves but also for spot television. The advertising agencies, who hire much of the talent at whatever fees are decided upon in the negotiations, are consulted as "observers" and sign "letters of adherence" when a contract is reached, but they do not participate as negotiators. Television stations, whose livelihoods may be jeopardized by the terms reached for spot commercials, are represented by an NAB "observer," but they must rely on the stout-mindedness of the network representatives and have no voice of their own around the bargaining table. And the advertisers, the poor devils who pay the bills, are "observers" too, and no better off.

No wonder, then, that the air has been full of recriminations flung by stations and advertisers who don't like the shake they got in the last go-round. The networks, beset by charges that they "sold out" spot advertising in return for a minimal rise in network talent rates, have kept their silence thus far, but we would venture that they might be the first to welcome some advertiser and station support in the in-fighting as preferable to shouts of "they can't do this to us" from the sidelines.

The only thing that makes the present system bearable is that, as yet, nobody has come up with anything that makes more sense. Station people, or many of them, feel that they have no status as negotiators because for the most part they do not themselves hire talent and hence have no cause to sign the union contracts.

Advertisers have shunned direct participation in talent union bargaining at least partly because, although they pay the bills, they are reluctant to sign any union contract they don't have to: if they signed with the talent unions and anything went awry and a strike resulted, they might be picketed and this would be bad for business.

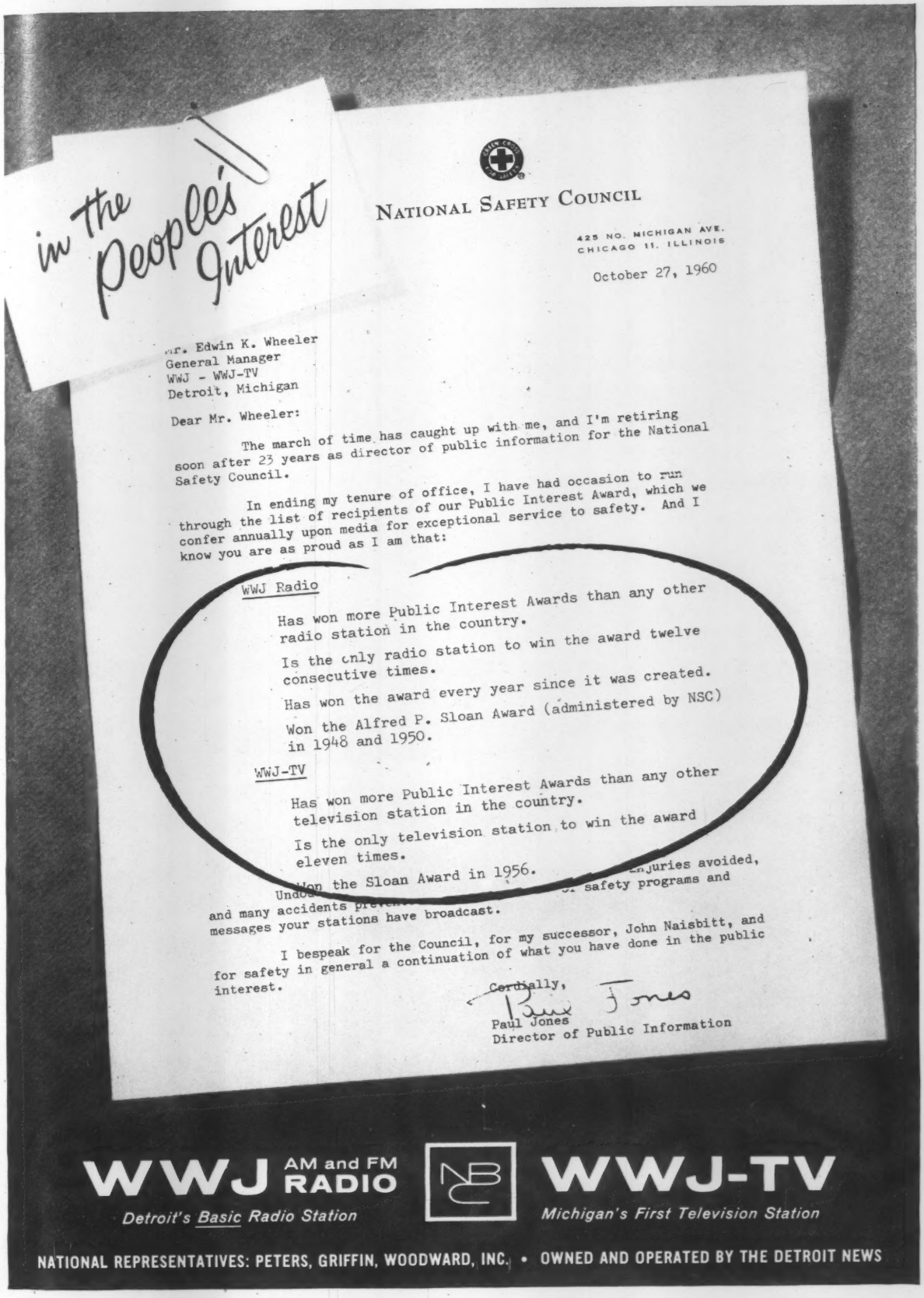
We are glad to see signs that at least some advertisers are beginning to have second thoughts about this aloofness. We are equally encouraged that not only the NAB but also the Station Representatives Assn. and the Television Bureau of Advertising are devoting fresh thought to the problem of more direct representation of stations. This problem needs all the brains that can be mustered.

We don't know what the solution is. Presumably the networks would not wish to yield their place at the bargaining table even if they could. But perhaps they and the producers might be joined by a professional negotiator who would be hired by the other elements involved and thus would be responsible directly to them for the protection of their common interests. There is some question about whether the unions would negotiate with stations directly, because stations don't hire much talent, but perhaps some such joint approach might be acceptable if advertisers, as the bill payers, became contract signatories. This course might not be feasible, and it might be illegal. The antitrust laws are wondrously contraceptive sometimes.

If there is a solution we venture it isn't apt to be found without individual effort and combined cooperation of all elements concerned both directly and indirectly. If such a cooperative search seems rash without prior approval of the Justice Dept., the National Labor Relations Board or whomever, that approval should be sought without delay. Until a workable solution is found, the unions will carry an advantage into these negotiations and, no matter what the outcome, somebody will feel he has been hurt and cries of "foul" will be heard long afterward.

Drawn for BROADCASTING by Sid Hix

"I thought you said they couldn't sell liquor on tv!"


in the People's Interest
NATIONAL SAFETY COUNCIL
425 NO. MICHIGAN AVE.
CHICAGO 11, ILLINOIS
October 27, 1960
Mr. Edwin K. Wheeler
General Manager
WWJ - WWJ-TV
Detroit, Michigan
Dear Mr. Wheeler:
The march of time has caught up with me, and I'm retiring soon after 23 years as director of public information for the National Safety Council.
In ending my tenure of office, I have had occasion to run through the list of recipients of our Public Interest Award, which we confer annually upon media for exceptional service to safety. And I know you are as proud as I am that:
WWJ Radio
Has won more Public Interest Awards than any other radio station in the country.
Is the only radio station to win the award twelve consecutive times.
Has won the award every year since it was created.
Won the Alfred P. Sloan Award (administered by NSC) in 1948 and 1950.
WWJ-TV
Has won more Public Interest Awards than any other television station in the country.
Is the only television station to win the award eleven times.
Won the Sloan Award in 1956.
and many accidents
messages your stations have broadcast.
I bespeak for the Council, for my successor, John Naisbitt, and for safety in general a continuation of what you have done in the public interest.
Cordially,
Paul Jones
Director of Public Information

WWJ AM and FM RADIO
Detroit's Basic Radio Station
NBC
WWJ-TV
Michigan's First Television Station
NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC. • OWNED AND OPERATED BY THE DETROIT NEWS

Effective January 1, 1961

20th Century Fox

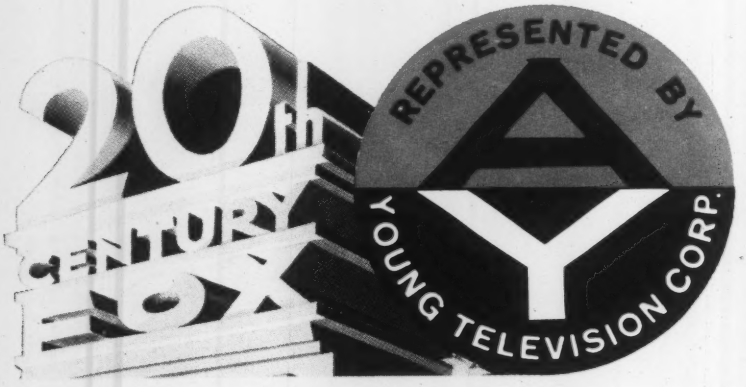
appoints

Young TV

as exclusive national representative for

KMSP-TV

MINNEAPOLIS-ST. PAUL



Prior to January 1, Young Television Corp. represented KMSP-TV everywhere but in New York. Now Young TV will be telling the KMSP-TV story throughout the United States.

YOUNG TELEVISION CORP.

where creativity is the catalyst for growth

An Adam Young Company

NEW YORK	CHICAGO	ST. LOUIS	LOS ANGELES	SAN FRANCISCO	DETROIT	ATLANTA	DALLAS
3 East 54th St.	*Prudential Plaza*	*915 Olive St.*	*6331 Hollywood Blvd.*	*135 Montgomery St.*	*2940 Book Bldg.*	*1182 W. Peachtree*	*211 North Ervay*
New York 22, N. Y.	*Chicago 1, Ill.*	*St. Louis, Mo.*	*Los Angeles 28, Calif.*	*Room 1410*	*Detroit 26, Mich.*	*Atlanta, Ga.*	*Dallas, Texas*
PL 1-4848	*MIchigan 2-6190*	*MAin 1-5020*	*HOllywood 2-2289*	*San Francisco 4, Calif.*	*WOodward 3-6919*	*TRinity 3-2564*	*RIverside 8-6957*
				YUkon 6-5366			